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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICE: No. 10 SPRUCE STREET, NEW YORK.

VOL. VI.

NEW YORK, MAY 11, 1892.

No. 19.

TWENTIETH YEAR.
\$1 A YEAR IN ADVANCE. PAPER STOPPED
WHEN TIME IS UP

CIRCULARS THROUGHOUT
DELAWARE AND SULLIVAN COUNTIES, N. Y., AND
WAYNE COUNTY, PA.

THE HANCOCK HERALD.

CHAS T WHITE PUS

Hancock, N. Y., May 3^d 1892

Geo P Russell
10 Spruce St

My City The Delaware County Press
Club at its annual meeting in Pella
last night passed the following resolu-
tions without a dissenting voice

Resolved, That we have matched with
regret the action of the postoffice department
in discriminating against *Printers' Ink* by ex-
cluding it from the privilege and rights of a
legitimate trade journal

Resolved, That we regard *Printers' Ink* an
intelligently conducted journal, entitled to the
support of newspaper publishers everywhere,
and believe it ~~should~~ ^{is} be entitled to the same
postal privileges as any trade journal

Respy
Chas. T White
Secy Del Co Press Club

Mistakes

in advertising are both frequent and costly.

Advertising can't be learned in a week—some of the most successful advertisers say it can't be thoroughly learned in a lifetime.

One thing, however, the successful advertiser has thoroughly learned, and that is, having found a medium which pays, to continually keep his advertisements in it, increasing his space.

Any person carefully examining the Atlantic Coast Lists of papers must be convinced that many of the brightest advertisers of our day have found a remunerative medium, and if a further examination for several years back is made, it will be plainly demonstrated that they are sticking to that remunerative medium. They are not making the mistake of giving up a real good thing after it has been found.

1400 papers ; 60 per cent being only papers in their towns ; reaching one-sixth the reading population of the United States outside of large cities. Catalogues and information free.



ATLANTIC COAST LISTS,
34 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

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NEW YORK, MAY 11, 1892.

No. 19.

SHOW WINDOWS FOR RETAILERS

By C. W. Preston.

(Wholesale Druggist, Galveston.)

For a number of years of my business life I held the view that, here in the South, under the blistering rays of our summer sun, a show window was a useless luxury. The one I had was never changed; a few "chestnuts" in the line of specialties constituted its only interior decoration, and I frequently debated its removal, believing that the space it occupied would be more valuable if turned into a door.

Later it was dispensed with altogether, and for a few years my store was so arranged that the whole front was occupied by doors.

An opportunity presenting itself for the purchase of a jeweler's show window, "cheap," I embraced it, bought it, set it up, filled it with goods, and since that time I have had no reason to regret the step; but the question of dressing it attractively has often been a most perplexing one, the drug business, in which I am engaged, seeming to offer but a limited field for the decorator's art—extracts, colognes, toilet waters, soaps, sponges, brushes, etc., about making up the list to choose from.

I remember, a few years ago, reading in some drug journal the experiences of a retail druggist in making his show window attractive. I have since wondered why the subject had not been discussed more freely in the trade journals. PRINTERS' INK seeming to offer so inviting a field for the handling of such a question, I was prompted to send a note to the editor, suggesting it as a topic, little dreaming that I should be asked to enter the lists as an educator, where I hoped to be a pupil, in a study with which I am so unfamiliar.

Some two weeks before last Easter I noticed, in a copy of a local paper, an invitation from a neighbor in the clothing trade, addressed to the ladies and children, asking their attendance

at the opening of his window display. Curiosity impelled a visit from me—to behold a most unique sight.

The depth of his window (some ten or twelve feet) afforded a fine opportunity for effect, which had been most judiciously availed of.

The subject was the representation of an English farm scene. The floor was covered with turf, the real grass looking delightfully green and fresh. Here, a boy (represented by a clothier's "dummy"), wearing a straw farm hat and appropriate costume; there, in a miniature pen, enclosed by a neat wire fence, a half-grown lamb, apparently "very much alive"; in another portion, a mother hen in a neat coop, newly whitewashed, watching her little chicks as they ran in and out. Overhead, suspended by a cord, was a bird with outspread wings, as if flying over the scene, while a pair of doves and two or three rabbits completed the "live" part of the show.

In the distance was shown the typical farm house and its accessories, which were represented by a painted curtain. The whole produced a very striking effect, and attracted hundreds of spectators each day of its exhibition.

It then occurred to me that I too might do something, even in the limited time at my disposal, and the following will describe the result of my efforts.

A background of plain dark-green cambric, in the center of which appeared the word "Easter," composed of white azalias in a half circle, bordered with green. Immediately in front, a row of Easter lilies; then a row of azalias in bloom, surrounded by an assortment of white flowers, apparently springing through the real grass beneath; in the front center, two mammoth eggs bearing the inscription, "Easter Greeting," behind which stood a large jar of fan-tailed gold-fish. A liberal supply of many-colored eggs was scattered through the grass, and from the center sprung a miniature tree, in the forks of which appeared a

large nest, occupied by a pair of turtle-doves.

Many spectators told me I had "knocked my neighbor out," a statement which I did not permit to pass unchallenged. But, at all events, I succeeded in attracting a throng, day and night, for a week, and, as an "Easter Show," I think it proved a decided success. Of its value as an advertising "hit" I have not the slightest doubt.

I am told that large sums are spent by merchants in our larger cities for window decoration. Of this I would learn more. Who will supply the information?

In another place in this issue (beginning with page 606) will be found a series of practical articles on window dressing by men who have had experience in directing the display for large dry goods and clothing houses.—*[Ed. PRINTERS' INK.]*

TALKING TO — ?

By Benj. C. Nevius.

Many a salesman who, to-day meeting his customers face to face, is more than fairly successful, would be a total failure were he condemned to sell goods through a telephone to unseen buyers.

The advertiser is a salesman calling through a telephone, too often utterly ignorant as to whether the right man is at the other end of the wire, or if indeed there is any one there. He is continually in danger of using upon Smith the arguments which would have been effectual with Jones, of arousing unnecessary difficulties in the mind of Brown while combatting the objections of Robinson.

The good salesman finds it necessary to know his customers, to study the very whims of each one, to adapt his arguments and his persuasions to individual peculiarities. The advertiser cannot do precisely this, but he can learn a lesson from the salesman's methods as to the necessity of knowing his audience.

Too much of our advertising smacks of the closet. The writing may be grammatically perfect, the sentences terse, clean, snappy, but the whole utterly ineffectual because the writer, knowing well what he was writing about, has had no definite idea of the persons he was writing to.

All mankind have very much in common, or, as some one puts it, there is a good deal of human nature in each one of us. The advertiser who will

reach the general public must appeal to qualities common to all human nature. He whose wares appeal only to a certain class needs to know something of the mode of thinking of that class. He must know, too, what interests his particular public at any given time. There are times when the public is ready to be amused. There are others—not so frequent, however—when it resents anything in the shape of fooling. We New Yorkers all remember with what effect some of our advertisers utilized the piles of snow when all the city seemed disposed to treat "the blizzard" as a huge good joke. Suppose some one had advertised in the same spirit when the angry nation had just heard of Lincoln's death, or when, years later, the people held their breath as they watched Garfield's brave struggle with death!

The attitude of the public towards one's goods needs to be carefully considered. Smith starts in business. He has something to sell which he knows to be of value, but of which the public, as yet, knows nothing. In writing his advertisements he begins with the recognized public need and then shows how his article meets that need. The name of his article becomes a household word, and wherever it is seen calls up at once all that at first it was necessary to say about it.

Brown has at this time an article to put before the public. He is an admirer of Smith's style of advertising—his later style, which consists in keeping prominently in sight everywhere the name of that which he has to sell. Brown, forgetting that the name of his new thing means nothing to outsiders, essays the same style, makes a flat failure, and cannot understand why.

And the moral of it all?

Let us get out of our shells, go out among the people, learn what they are saying about other people and about us, learn to talk to definite people—not simply to talk. Get hold of an actual average man—they are not hard to find—try our arguments, our persuasions on him; note their effect and then embody in the next advertisement, as tersely, as convincingly as we can, what we have found effectual.

IDEAS are the germs of success, and good ones properly worked out will be found to constitute the difference between the successful and the unsuccessful man.—*Geyer's Stationer.*

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, April 20, 1892.

It has been suggested that I should make English rural advertising, and the country trade generally, the subject of one of these letters; and the topic is one so full of interest that I am grateful for the hint.

* * * * *

I have said, over and over again, that, to a large extent, a man who advertises in something over a dozen papers published in London, and perhaps half that number published elsewhere, practically covers, for many purposes, the whole field of advertising presented by these islands. The London dailies, and even the evening papers, have a general circulation so far as they can reach, and, supplemented in the far north by one or two Glasgow and Edinburgh papers and the Newcastle *Chronicle*, and in the midlands by the Leeds *Mercury*, the Sheffield *Telegraph* (oldest English daily outside London), the Norwich *Mercury* and the Liverpool *Post*, with one or two others, reach everyone in Great Britain. Ireland takes a good many London dailies, also.

* * * * *

There are three good papers published in Dublin, viz., the *National Press*, the *Mail* and the *Express*. But for most purposes, with, however, an exception, to be presently dwelt upon, Ireland is not worth much attention. The London dailies, then, and the provincial papers I have named, with their class, cover all the territory. The best London papers have a general circulation, also, so that when you have reckoned for London, you have, so far as purely centralized advertising goes, reckoned for everything. There are probably more copies of the *Illustrated London News*, *Black and White* and the *Graphic* sold in the country than in their native metropolis.

* * * * *

But there is a class of people, very well worthy of the advertiser's attention, too, who are not reached at all by these media. They are the old-fashioned country people, who read the local paper and nothing else, and probably read it from births, deaths and marriages, on the first page, to the printer's name, at the end—advertisements and all. It is a great mistake to think these people are not worth ap-

pealing to. It is a greater mistake still to think they are all fools. Many advertisers, most unwisely, as I think, consider anything good enough for country papers, especially purely local ones. If those advertisers would read George Eliot's or Thomas Hardy's novels, they would change their advertisements. The agricultural and rural population are slow, stolid and intensely and violently averse to novelty.

It takes *persistent* advertising to get at them, but, once captured, the very quality which has had to be overcome is a tower of strength to the advertiser who has captured his public. That is one of the chief reasons why it is so difficult to enter this field in competition with anything old established. "Highfalutin'" superlatives are not the things to appeal with; and the papers are, for the most part, so exceedingly ill-printed, and on such truly infamous paper, that anything but the most open block work, mounted upon metal, is wasted. To my mind, the "Powers idea," as it is called in America (we had it here, I fancy, before it was re-invented there), is the thing to "catch on"—plain, straightforward argument,

Be thou familiar, but by no means vulgar, as old Polonius said—without catch-lines, or any appearance of trick.

* * * * *

The highly-sensitized and specially-educated public reached by London dailies and weeklies (which public also includes dolts, however) needs an entirely different advertising pabulum. The elementary education laws, now conferring not only compulsory, but also gratuitous, instruction on all citizens, is already leavening the country population, and it is likely that within the next ten or fifteen years the conditions named above will have largely changed. But at present the alteration need not be counted as an argument against the use of the locals. There are no papers in the world which are studied like these, and it is probable that home experience will make readers of PRINTERS' INK ready to believe all I have said.

* * * * *

The argument is not invalidated by the fact that a good number of local papers are in exceedingly unprosperous circumstances, but the placing of advertisements must be done with much care in consequence. Publishers of such papers will take advertising at the

best prices they can get; the fact that they often have to take pretty low ones by no means eradicates a decided taste for excessively high rates where obtainable. Therefore, country advertising is best undertaken, if the advertiser be new to the ground, through some respectable and shrewd advertising agent. Care in selection of said agent is very important.

* * * * *

A snare is the system of local editions. A weekly paper is printed for half a dozen places, each edition having an independent title and heading, while in all other respects all the six are alike. You can pay for your advertisement in each of them, if you like; but if you put it in one, it goes in all, anyway, because they cannot help it. The advertising agent will see to this, however, but the fact is worth bearing in mind. I think there are about twelve sets of papers worked on this plan, averaging about four or five editions each. A dishonest agent will enrich himself on your inexperience, hence the importance of choosing carefully.

* * * * *

There is a plan of country advertising on which an agent buys a certain space in a list of papers, and contracts to furnish a solid electro to fill it. He gets his orders and casts all the copy solid, selling at an all-round price for the entire list. There is no intrinsic fault in the plan that I can see, but, considering the position obtained, I do not think the method a cheap one; and, of course, the best papers are missed, because they won't take electros at all. As a matter of fact, these lists mostly comprise but a poor class of country papers, and I do not advise any one to try the plan.

* * * * *

Ireland is a very poor country. People who advertise to give something away will find it a good field—better than Scotland, even; but the desired subsequent results, namely, the sales, are usually wanting from both countries. But there is one exception, so far as Ireland is concerned. It is a splendid field for medicine advertising—better than any other part of the Kingdom. Patent medicines sold in Ireland do not need the revenue stamp. But that is not the reason; it is something in the character of the people. Scotland is just the reverse; it is a very poor field for patent medicines.

DISTINCTIVENESS IN ADVERTISING.

By Edward A. Oldham.

Following up the line of ideas in my previous article, on the desirability of adopting distinctive symbols or trade-marks in advertising, it is interesting to note briefly the progressive avidity with which the railroads of the country have seized this idea of trade-marks as a serviceable means of fastening the names and advantages of their several routes upon the public mind through the public's eye.

Almost every form known to the geometer has been brought into requisition, and is now to be seen doing admirable service in the newspapers of the day, until few, if any, of the more important trunk lines of the United States are without some sort of commercial coat of arms.

One of the most effective designs of this class is the following, which the Queen and Crescent Route has had in use for several years. What traveler over this admirable railroad system is not familiar with this fascinating and thought-producing symbol:

How Dollars Are Made!



The foregoing design is full of suggestion to commercial advertisers generally, and it is capable of a number of transformations, which need not encroach on the original idea, while still retaining much of its effective force as an eye riveter. On the opposite page I reproduce a number of specimens which illustrate, to some extent, the range already covered, as well as indicating the practical force of specific designs in advertising.

The lesson for the advertiser to learn

here is that upon distinctiveness depends, to a very considerable degree, the success of the business career. We are in an era of originality, notwithstanding the oft-quoted statement that "there is nothing new under the sun." Environment is the barometer of originality. A thing may be old with certain surroundings, and delightfully new when amid different conditions.

To win comment, which is the first step toward trade, the business man must hit upon new ideas, or new combinations of old ideas, that will give his house a distinctive character. A grocer in a Southern town made the front of his store look like a blue checker-board knocked into bias. His delivery wagons were all checked over with blue diamonds. His wrapping paper had the same check work of blue. Is it not easy to see that in a short time his place of business became

known to every man, woman and child, for miles around, as the "Blue Diamond Grocery"?

That man struck a new vein, and he has worked it for all it is worth. The idea is not new now, in that town, but it would be eminently new in some other town, where it has never been utilized.

A Charleston grocer calls his place "The Tea Pot," and in front, erected upon a column, is a large tea pot, with the spout smoking. The delivery wagons, as in the other instance, carry around with them this trade-mark painted upon the sides, smoke and all. The advertisements in the city papers are likewise faithful to the tea pot, both name and design. Thus a distinctiveness is obtained, and after that it is easy traveling. Get the eye and the ear of the public first, then disclose what you have in store.

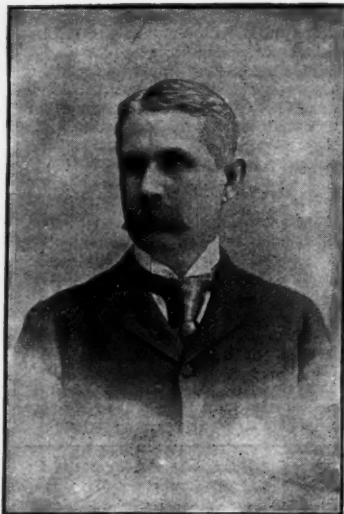


THE EDITOR'S IDEA.

The editor sat in his easy chair,
Perusing PRINTERS' INK;
In vain he rumbled and tore his hair,
For he couldn't begin to think
Why a paper always so bright and good
Should pay a high postage rate,

While *Book News* for a cent a pound
Should be carried to every State.

At last it came to his weary brain;
The secret at last was found:
"They charge for the BRAINS embodied
within,
And not at so much a pound."



JOHN F. CRAMER, ESQ.,
(of the Milwaukee Evening Wisconsin.)

THE PADDOCK PURE FOOD BILL.

Below we reprint part of a Washington dispatch to the New York *Sun*, dated April 29th. PRINTERS' INK has purposely refrained from saying anything on the subject of the Paddock Pure Food Bill, although it has been evident that the measure was meeting with very strong opposition in some quarters. The country papers, when they combine in any determined effort, are able to exert a good deal of influence, and it may be that the pressure they have brought to bear upon Congress will have the desired effect. The *Sun's* article is as follows:

"Since the passage of the Paddock Pure Food Bill by the Senate, opposition to it has arisen from a new and unexpected quarter—the little daily and weekly papers. The Paddock Bill applies equally to drugs and food, and by the term 'drug' in the act is included medicine of every kind for internal and external use. It so happens that the patent medicine manufacturers whose business would be crippled seriously, and interfered with by the enactment of the bill and similar sumptuary measures now pending in Congress, are the greatest advertising patrons of the country newspapers, and

these manufacturers have shrewdly brought pressure to bear upon the advertising agencies through which they reach the country press, and these agencies in turn have transmitted the pressure in increased degree separately upon the country editors and publishers. As a result a general alarm has been set up by the country papers against the passage of the Paddock Bill, and this has impressed the country Congressmen to such an extent that they are likely to think twice before voting aye, should the bill come to a vote in the House. The defeat of the bill in the House, therefore, is pretty well assured, despite the sanguine expectations of Chairman Hatch and his Committee on Agriculture."

NAMES IN ADVERTISING.

Cut short long titles. Let the article you advertise have a short name. In the paper I read this evening is an advertisement of the "Richmond and West Point Terminal Railway and Warehouse Company." This is altogether too long. There is a printing concern in New York entitled "Trow's Printing and Bookbinding Company." Every official of that company evades writing the title at full length. Life is too short. We know what they do in the religious bodies. They ruthlessly abbreviate them, like the old lady who prayed for the "Y. M. C. A., the A. B. C. F. M., the W. T. U., the M. E. Church, and especially for the S. P. C. A." This is ridiculous, but it is not only ridiculous but foolish when advertisers chop off half the name of their commodity so that it can be printed in a line. Good names may be difficult to find, but they increase the chance of success in advertising, and every advertiser does not strike the target full in the center.

I have no doubt that Perry Davis' Pain Killer has sold a quarter more of that medicine than if it had had another name, and twice as much as if it had been called Davis' Universal Pain Alleviator and Destroyer. Much depends upon a happy name. It must be short, so that the average man can remember it, and that the printer can properly display it. P.

JUST SO.

Life is but a misty vapor,
Yet we find, in passing through it,
Any man can run a paper,
Save the man who's hired to do it.—E.x.

LARGEST NEWSPAPER CIRCULATIONS.

The following is a list, taken from the latest issue of the American Newspaper Directory, of all the periodical publications to which a circulation rating is accorded of more than five thousand copies each issue. PRINTERS' INK does not assert that these circulation ratings are correct. They are simply a reproduction of the ratings as given in the Directory, and concerning their reliability the editor of that publication says:

Every paper whose publisher sent a detailed statement of its actual issues covering a period of three months or longer is rated, in addition to the usual letter, with Arabic figures, as follows: In even hundreds up to 2,000 circulation; in 250's between 2,000 and 4,000 circulation; in 500's between 4,000 and 20,000 circulation; in 1,000's between 20,000 and 40,000 circulation; in 5,000's between 40,000 and 75,000 circulation. Hence, a paper reporting an average issue of 1,725 is rated 1,700; 2,816, 2,750; 16,756, 16,500; 27,237, 27,000, and 59,756, 55,000.

The Directory publishers will pay \$25 in every case where it is shown that a publisher of a newspaper sent a definite statement of actual issues for three months or longer (not in excess of 75,000 copies) which was not accepted and the paper rated in accordance.

To every paper whose publisher furnished an itemized statement in detail of every issue for the entire year the exact average issue is given in numerals, and the fact is stated that they are the actual average for the past year.

The highest letter rating for any paper is "A," and no paper rated "A" is given the Arabic figures in addition, unless there is on file at the Directory office a signed statement of the actual number of copies of every issue for the period of a full year.

When the rating letter is followed by Arabic figures, the publishers of the Directory believe that the paper so marked was entitled to the rating given, and will pay \$100 to any one who will prove that it was not.

In all cases where the rating letter is not followed by asterisks or figures the rating has been assigned without any information received from the publisher of the paper; no such publisher is, therefore, to be criticised if a higher rating is accorded him than he would claim. If such a rating is too low, the correction will be gladly made in the next edition. To be correctly rated costs a publisher nothing, provided he knows and will tell how many copies he prints.

The letters in the right hand column represent the circulation rating of each, as explained by following key:

Exceeding seventy-five thousand.....	A
Exceeding forty thousand.....	B
Exceeding twenty thousand.....	C
Exceeding seventeen thousand five hundred..	D
Exceeding twelve thousand five hundred...	E
Exceeding seven thousand five hundred....	F
Exceeding four thousand.....	G
Exceeding twenty-two hundred and fifty...	H
Exceeding eight hundred.....	J
Exceeding four hundred.....	K
Exceeding one hundred.....	L
In doubt.....	X

ALABAMA.

Birmingham, Age-Herald, daily,	6,000
Birmingham, Age-Herald, Sunday,	8,500
Birmingham, Age-Herald, weekly,	18,500
Birmingham, Great South, monthly,	D
Montgomery, Alliance Herald, weekly,	13,000

ARKANSAS.

Little Rock, Arkansas Methodist, w'ly,	10,500
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CALIFORNIA.

Alessandro, Orange Belt, monthly,	8,250
Los Angeles, Times, daily,	8,800
Oakland, Tribune, daily,	3,500
Oakland, Tribune, weekly,	5,500
Oakland, Signs of the Times, weekly,	8,967
Sacramento, Record-Union, daily,	7,000
Sacramento, Union, weekly,	10,000
San Francisco, Chronicle, daily,	50,000
San Francisco, Chronicle, weekly,	C
San Francisco, Chronicle, Sunday,	60,000
San Francisco, Evening Bulletin, daily,	C
San Francisco, Bulletin, weekly,	C
San Francisco, Evening Post, daily,	32,000
San Francisco, Examiner, daily (including Sunday),	55,000
San Francisco, Examiner, Sunday,	65,000
San Francisco, Examiner, weekly,	60,000
San Francisco, Morning Call, daily,	55,000
San Francisco, Sunday Call, Sunday,	60,000
San Francisco, Call, weekly,	D
San Francisco, Report, daily,	C
San Francisco, Argonaut, weekly,	F
San Francisco, Breeder and Sportsman, weekly,	F
San Francisco, California Illustrated World, weekly,	12,000
San Francisco, News Letter and California Advertiser, weekly,	14,000
San Francisco, Wasp, weekly,	F
San Francisco, Wave, weekly,	12,000

COLORADO.

Denver, Republican, daily,	15,496
Denver, Rocky Mountain News, daily,	E
Denver, Rocky Mountain News, Sunday,	C
Denver, Times, daily,	14,017
Denver, Rocky Mountain Celt and Globeville Chronicle, weekly,	F
Denver, A. O. U. W. Record, monthly,	5,000
Denver, Great Divide, monthly,	E
Denver, Northwestern Financier,	F

CONNECTICUT.

Bridgeport, Evening Post, daily,	8,783
Bridgeport, Sunday Herald, Sunday,	14,000
Danbury, New England Medical Monthly,	10,000
Hartford, Times, daily,	11,419
Hartford, Times, weekly,	7,116
New Haven, News, daily,	7,000
New Haven, Union, daily,	F
New Haven, Household Pilot, monthly,	A
New Haven, Youth's Leader, monthly,	39,000
Norwich, Cooley's Weekly, weekly,	5,162
Waterbury, Sunday Herald, Sunday,	12,000

DISTRICT OF COLUMBIA.

Washington, Evening Star, daily,	33,811
Washington, Post, daily,	21,000
Washington, Post, weekly,	F
Washington, Kate Field's Washington, weekly,	F
Washington, National Economist, w'y,	A
Washington, National Tribune, w'ly,	A
Washington, Public Opinion, weekly,	21,000
Washington, Woman's Tribune, w'ly,	8,000
Washington, Canteen, monthly,	F
Washington, Home Magazine, m'thly,	221,791
Washington, National Illustrated Magazine, monthly,	C
Washington, Patent and Court Record, monthly,	F

FLORIDA.

St. Nicholas, Old Curiosity Shop, m'ly,	5,380
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GEORGIA.

Athens, Woman's Work, monthly,	F
Atlanta, Constitution, daily,	E
Atlanta, Constitution, weekly,	A
Atlanta, Journal, daily,	17,500
Atlanta, Journal, weekly,	15,863
Atlanta, Southern Alliance Farmer, weekly,	26,000

GEORGIA.

Atlanta, Southern Star, weekly,	F
Atlanta, Sunny South, weekly,	F
Atlanta, Wesleyan Christian Advocate, weekly,	9,500
Atlanta, Dixie Doctor, monthly,	5,500
Atlanta, Old Homestead, monthly,	C
Atlanta, Southern Agent, monthly,	E
Atlanta, Southern Cultivator and Dixie Farmer,	D
Atlanta, Southern Farm, monthly,	28,000
Savannah, News, weekly,	F

ILLINOIS.

Bloomington, Pantograph, daily,	5,000
Bloomington, Pantograph, weekly,	5,000
Bloomington, Odd Fellows' Herald, semi-monthly,	7,000
Bloomington, Home Circle, monthly,	26,000
Bloomington, Public School Journal, monthly,	F
Chicago, Abend Post, daily,	83,000
Chicago, Die Fackel, Sunday,	E
Chicago, Chicagoer Freie Presse, daily,	36,000
Chicago, Chicagoer Freie Presse, w'kly,	21,000
Chicago, Daheim, Sunday,	30,000
Chicago, Drivers' Journal, daily,	C
Chicago, Drivers' Journal, semi-w'kly,	E
Chicago, Drivers' Journal, weekly,	D
Chicago, Evening Journal, daily,	C
Chicago, Journal, weekly,	E
Chicago, Evening Post, daily,	C
Chicago, Globe, daily,	E
Chicago, Sunday Globe, Sunday,	F
Chicago, Herald, daily,	B
Chicago, Sunday Herald, Sunday,	D
Chicago, Illinois Staats-Zeitung, daily,	B
Chicago, Illinois Staats-Zeitung, w'kly,	D
Chicago, Der Westen, Sunday,	D
Chicago, Inter-Ocean, daily,	C
Chicago, Inter-Ocean, weekly,	A
Chicago, Sunday Inter-Ocean, Sunday,	C
Chicago, Mail, daily,	219,386
Chicago, News, daily,	E
Chicago, News, weekly,	B
Chicago, Skandinavien, daily,	C
Chicago, Skandinavien, weekly,	E
Chicago, Sun, daily,	F
Chicago, Times, daily,	C
Chicago, Times, weekly,	B
Chicago, Tribune, daily,	A
Chicago, Tribune, Sunday,	A
Chicago, Advance, weekly,	22,886
Chicago, American Artisan, Tinner and House Furnisher, weekly,	7,432
Chicago, American Engineer, weekly,	F
Chicago, American Field, weekly,	F
Chicago, Amerika, weekly,	6,000
Chicago, Amerikan, weekly,	7,500
Chicago, Appeal, weekly,	12,576
Chicago, Arkansas Traveler, weekly,	F
Chicago, Bladet, weekly,	16,000
Chicago, Canadian American, weekly,	7,500
Chicago, Christian Oracle, weekly,	E
Chicago, Citizen, weekly,	D
Chicago, Clark's Horse Review, weekly,	F
Chicago, Clipper, weekly,	22,000
Chicago, Die Rundschau, weekly,	F
Chicago, Dunton's Spirit of the Turf, weekly,	24,000
Chicago, Eagle, weekly,	C
Chicago, Epworth Herald, weekly,	C
Chicago, Express, weekly,	D
Chicago, Farmers' Review, weekly,	D
Chicago, Farmers' Voice, weekly,	D
Chicago, Farm, Field and Stockman, weekly,	40,000
Chicago, Farm Implement News, w'ly,	E
Chicago, Figaro, weekly,	10,000
Chicago, Folke-Vennen, weekly,	5,000
Chicago, Gamla Och Nya Hemlandet, weekly,	E
Chicago, Graphic, weekly,	B
Chicago, Grocers' Criterion, weekly,	9,500
Chicago, Horseman, weekly,	15,000
Chicago, Interior, weekly,	C
Chicago, Israelite, weekly,	F
Chicago, Ledger, weekly,	A
Chicago, Lever, weekly,	D
Chicago, L'Italia, weekly,	E
Chicago, Living Church, weekly,	E
Chicago, Missions-Wannen, weekly,	16,217
Chicago, North-Western Christian Advocate, weekly,	D
Chicago, Occident, weekly,	C
Chicago, Orange Judd Farmer, weekly,	31,000

ILLINOIS.

Chicago, Prairie Farmer, weekly,	C
Chicago, Religio-Philosophical Journal, weekly,	F
Chicago, Rights of Labor, weekly,	E
Chicago, Saturday Blade, weekly,	A
Chicago, Sentinel, weekly,	F
Chicago, Standard, weekly,	F
Chicago, Svenska Amerikanaren, w'ly,	C
Chicago, Svenska Kuriren, weekly,	E
Chicago, Svenska Tribunen, weekly,	C
Chicago, Union-Signal, weekly,	A
Chicago, Unity, weekly,	8,077
Chicago, Western Rural and American Stockman, weekly,	D
Chicago, Wlars I Ojczyzna, weekly,	F
Chicago, Young Men's Era, weekly,	D
Chicago, American Farmer, Live Stock and Poultry Raiser, semi-monthly,	18,500
Chicago, American Storekeeper, m'thly,	F
Chicago, American Swineherd, m'thly,	E
Chicago, Credit Review, monthly,	F
Chicago, Dairy World, monthly,	F
Chicago, Dry Goods Bulletin and General Store Keeper, monthly,	F
Chicago, Financial Review and American Building Association News, monthly,	E
Chicago, Holzarbeiter; Woodworker, monthly,	F
Chicago, Medical Standard, monthly,	F
Chicago, Metal und Eisen-Zeitung; Metal and Iron Journal, monthly,	F
Chicago, National Builder, monthly,	F
Chicago, Our Youth's Friend, monthly,	14,500
Chicago, People's Health Journal, m'y,	20,000
Chicago, Record of Christian Work, monthly,	14,000
Chicago, Roadmaster and Foreman, monthly,	7,500
Chicago, S. S. Lesson Illustrated, m'y,	13,000
Chicago, Switchmen's Journal, m'thly,	15,000
Chicago, Western Druggist, monthly,	F
Chicago, Western Undertaker, m'thly,	6,000
Chicago, World Wide Missions, m'thly,	A
Chicago, Young Ladies' Bazar, m'thly,	C
Chicago, Printers' Album and Electrotypist, bi-monthly,	F
Chicago, Friends' Bible School Quarterly,	18,500
Chicago, Queen Isabella Journal, q'y,	8,250
Chicago, Western World, quarterly,	F
De Kalb, American Breeder, monthly,	E
De Kalb, Our Popular Chum, monthly,	F
Galena, Gazette, weekly,	6,000
Galesburg, Railroad Trainmen's Journal, monthly,	F
Geneseo, Western Swineherd, monthly,	6,000
Moline, Western Plowman and South and West, monthly,	D
Mount Morris, Gospel Messenger, w'ly,	F
Mount Vernon, Progressive Farmer, weekly,	14,858
Oak Park, Intelligence, semi-monthly,	5,000
Peoria, Transcript, daily,	5,000
Peoria, Transcript, weekly,	5,500
Peoria, Modern Woodman, monthly,	65,000
Quincy, Farmers' Call, weekly,	D
Quincy, Western Agriculturist and Live Stock Journal, monthly,	E
Rock Island, Augustana, weekly,	12,484
Taylorville, School News and Practical Educator, monthly,	6,500

INDIANA.

Indianapolis, News, daily,	25,000
Indianapolis, Sentinel, daily,	D
Indianapolis, Sunday Sentinel, Sunday,	E
Indianapolis, Indiana State Sentinel, weekly,	C
Indianapolis, Sun, daily,	F
Indianapolis, American Nonconformist, weekly,	23,000
Indianapolis, American Tribune, w'ly,	C
Indianapolis, Freeman, weekly,	E
Indianapolis, Indiana Farmer, weekly,	D
Indianapolis, Saturday Leader, w'ly,	8,000
Indianapolis, Typographical Journal, semi-monthly,	8,000
Indianapolis, Agricultural Epitomist, monthly,	A
Indianapolis, Indiana School Journal, monthly,	7,000
Indianapolis, National Presbyterian, monthly,	F

INDIANA.

Indianapolis, Wheelmen's Gazette, monthly, 12,000
Lafayette, Echo, monthly, D
Mishawaka, Power and Transmission, monthly, C
Mount Vernon, Der Armen Seeler Freund, monthly, 8,179
Muncie, Farmers' Record, semi-m'thly, C
Notre Dame, Ave Maria, weekly, D
Terre Haute, Locomotive Firemen's Magazine, monthly, 32,000

IOWA.

Burlington, Hawk-Eye, daily, 5,000
Burlington, Hawk-Eye, weekly, 10,500
Cedar Rapids, Railway Conductor, semi-monthly, 14,500
Cedar Rapids, Iowa Farmer and Breeder, monthly, F
Cedar Rapids, Sunday School Missionary, monthly, F
Charles City, Iowa Teacher, monthly, 18,014
Council Bluffs, Christian Home, w'kly, 8,400
Decorah, Posten, weekly, 30,000
Des Moines, Iowa State Register, w'kly, C
Des Moines, Graphic, weekly, 8,500
Des Moines, Iowa Farmers' Tribune, weekly, F
Des Moines, Live Stock and Western Farm Journal, semi-monthly, F
Dubuque, Times, weekly, 7,000
Gladbrook, Publishers' Post, quarterly, F
Sioux City, Journal, daily, 7,877
Sioux City, Tribune, daily, 6,000
Sioux City, Western Farmer and Stockman, monthly, E
Vinton, Railroad Telegrapher, semi-monthly, E
Waterloo, Creamery Journal, monthly, 5,041

KANSAS.

Leavenworth, Times, weekly, E
Minneapolis, Kansas Workman, m'y, 18,500
Topeka, Capital, daily (including Sunday), 8,000
Topeka, Capital, weekly, 14,500
Topeka, Advocate, weekly, E
Topeka, Kansas Farmer, weekly, D
Topeka, Farmers' Wife, monthly, F
Topeka, Western Odd-Fellow, m'thly, 5,000
Topeka, Western School Journal, m'y, 8,229
Wichita, Eagle, daily, 8,614
Wichita, Eagle, weekly, 8,177
Winfield, Western Reveille, monthly, F

KENTUCKY.

Lexington, Kentucky Stock Farm, weekly, 8,000
Louisville, Commercial, daily, D
Louisville, Commercial, Sunday, C
Louisville, Commercial, weekly, C
Louisville, Courier-Journal, daily, E
Louisville, Courier-Journal, weekly, B
Louisville, Post, daily, E
Louisville, Times, daily, C
Louisville, Christian Observer, weekly, E
Louisville, Farmers' Home Journal, weekly, F
Louisville, Star, weekly, 17,704
Louisville, Truth, weekly, F
Louisville, Western Recorder, weekly, F
Louisville, Home and Farm, semi-m'y, 80,897
Louisville, Southern Manufacturer and Builder, monthly, F

LOUISIANA.

New Orleans, New Delta, daily, 11,000
New Orleans, New Delta, weekly, 23,000
New Orleans, Picayune, daily, F
New Orleans, Picayune, weekly, F
New Orleans, States, daily, 13,532
New Orleans, States, Sunday, 13,095
New Orleans, States, weekly, 16,540
New Orleans, Times Democrat, daily, E
New Orleans, Times Democrat, weekly, F
New Orleans, Christian Advocate, w'y, 7,500
New Orleans, Holy Family, weekly, 10,000
New Orleans, Southwestern Christian Advocate, weekly, 6,000

MAINE.

Augusta, Kennebec Journal, weekly, 5,317
Augusta, Illustrated Happy Hours, semi-monthly, A

MAINE.

Augusta, Vickery's Fireside Visitor, semi-monthly, A
Augusta, Comfort, monthly, 615,840
Augusta, Daughters of America, m'y, 131,508
Augusta, Golden Moments, monthly, 272,074
Augusta, Hearth and Home, monthly, A
Augusta, Illustrated Family Herald, monthly, 55,055
Augusta, Illustrated Good Stories, monthly, A
Augusta, National Farmer and Home Magazine, monthly, 10,081
Augusta, People's Literary Companion, monthly, 35,853
Augusta, Sunshine, monthly, 152,578
Augusta, True's Farming World and Household Magazine, monthly, 20,083
Farmington, School Days, monthly, D
Lewiston, Evening Journal, daily, 5,000
Lewiston, Saturday Journal, Saturdays, 8,000
Lewiston, Journal, weekly, 18,000
Lewiston, National Advocate, weekly, F
Portland, Evening Express, daily, 6,533
Portland, Transcript, weekly, 24,803
Portland, Hallett's American Farmer and Family Magazine, monthly, 14,003
Portland, Our Home and Fireside Magazine, monthly, 50,784
Portland, People's Illustrated Journal, monthly, 93,022
Portland, Practical Housekeeper and Ladies' Fireside Companion, m'y, 156,060
Portland, Thrifty Farmer and Fireside Magazine, monthly, 23,093

MARYLAND.

Baltimore, American, daily, D
Baltimore, American, Sundays, C
Baltimore, American, weekly, D
Baltimore, Der Deutsche Correspondent, daily, F
Baltimore, Morning Herald, daily, 26,638
Baltimore, Sunday Herald, Sundays, 20,128
Baltimore, Herald, weekly, 16,347
Baltimore, News, daily, E
Baltimore, Sunday News, Sundays, E
Baltimore, Sun, daily, C
Baltimore, Sun, weekly, E
Baltimore, Baptist, weekly, 5,000
Baltimore, Bayerische Wochenblatt, weekly, 7,000
Baltimore, Gazette, weekly, 10,000
Baltimore, Katholische Volks-Zeitung, weekly, F
Mountain Lake Park, Mountain Chautauqua, quarterly, F

MASSACHUSETTS.

Amesbury, Vehicle, monthly, 6,568
Athol, Healthy Home, monthly, 9,416
Caldwainville, Cottager and Ready Record, monthly, 14,634
Boston, Advertiser, daily, 17,500
Boston, Advertiser, weekly, 9,000
Boston, Evening Record, daily, A
Boston, Evening Transcript, daily, F
Boston, Globe, daily, 155,330
Boston, Sunday Globe, Sundays, 146,969
Boston, Globe, weekly, D
Boston, Herald, daily, A
Boston, Sunday Herald, Sundays, A
Boston, Journal (morning and evening), daily, C
Boston, Journal, weekly, E
Boston, Post, daily, C
Boston, Traveler, daily, F
Boston, American Cultivator, weekly, D
Boston, Banker and Tradesman and Massachusetts Law Reporter, w'kly, 5,000
Boston, Banner of Light, weekly, E
Boston, Bicycling World and L. A. W. Bulletin, weekly, 21,346
Boston, Commercial Bulletin, weekly, E
Boston, Congregationalist, weekly, C
Boston, Golden Rule, weekly, 65,023
Boston, Labor Leader, weekly, 7,000
Boston, New England Farmer, weekly, F
Boston, New England Grocer, weekly, 7,000
Boston, Our Sunday Afternoon, w'kly, E
Boston, Our Sunday Afternoon, bi-w'y, E
Boston, Pilot, weekly, C
Boston, Republic, weekly, 40,000
Boston, Sacred Heart Review, weekly, C

MASSACHUSETTS.

Boston, Watchman, weekly,	
Boston, Waverly Magazine, weekly,	
Boston, Wool and Cotton Reporter and Financial Gazette, weekly,	
Boston, Yankee Blade, weekly,	107,860
Boston, Youth's Companion, weekly,	438,962
Boston, Zion's Herald, weekly,	
Boston, American Protestant, semi-monthly,	
Boston, A. B. C. Pathfinder Railway Guide, monthly,	
Boston, African News, monthly,	5,208
Boston, American Teacher, monthly,	
Boston, Arena, monthly,	
Boston, Atlantic Monthly,	
Boston, Babyland, monthly,	
Boston, Balfour's Magazine, monthly,	
Boston, Contributor, monthly,	23,000
Boston, Cottage Hearth, monthly,	25,000
Boston, Farm Poultry, monthly,	
Boston, Frank Harrison's Shorthand Magazine, monthly,	
Boston, Golden Cross Journal, m'thly,	6,000
Boston, Heathen Woman's Friend, monthly,	
Boston, Home, monthly,	
Boston, Home Market Bulletin, m'thly,	14,500
Boston, Household, monthly,	
Boston, Household Companion, m'thly,	
Boston, Household Monthly,	
Boston, Knights of Honor Reporter, monthly,	
Boston, Leader, monthly,	
Boston, Massachusetts Medical Journal, monthly,	5,236
Boston, Missionary Herald, monthly,	
Boston, New England Anchor and Shield, monthly,	
Boston, New England Magazine, m'thly,	
Boston, Our Little Men and Women, monthly,	
Boston, Our Little Ones and the Nursery, monthly,	
Boston, Pansy, monthly,	
Boston, Popular Educator, monthly,	63,300
Boston, Social Visitor Magazine, m'thly,	
Boston, Textile Manufacturing World, monthly,	
Boston, Trifet's Galaxy of Music, m'y,	19,043
Boston, Wide-Awake, monthly,	
Boston, Woman's Home Journal, m'thly,	59,000
Boston, Working Boy, monthly,	5,000
Boston, Academy, quarterly,	6,566
Brockton, Enterprise, daily,	5,040
Fall River, Globe, daily,	5,500
Greenfield, Gazette and Courier, w'kly,	5,939
Lowell, Evening Star, daily,	
Lowell, News, daily,	
Lynn, Evening Item, daily,	10,000
Lynn, Ingalls' Home and Art Magazine, monthly,	22,100
Lynn, Modern Priscilla, monthly,	22,000
Marlboro', Laster, monthly,	8,000
New Bedford, Evening Standard, daily,	6,746
Salem, Evening News, daily,	12,971
Springfield, News, daily,	6,011
Springfield, Republican, daily,	11,500
Springfield, Sunday Republican, Sunday,	8,000
Springfield, Union, daily,	
Springfield, Homestead, weekly,	7,320
Springfield, New England Homestead, weekly,	
Springfield, Farm and Home, semi-monthly,	32,007
Springfield, Domestic Journal, m'thly,	255,035
Springfield, Good Housekeeping, m'thly,	5,041
Worcester, Telegram, daily,	8,904
Worcester, Sunday Telegram, Sundays,	11,439
Worcester, Light, weekly,	8,000

MICHIGAN.

Battle Creek, Good Health, monthly,	
Detroit, Illustrated Critic, weekly,	
Detroit, Evening News, daily,	
Detroit, Sunday News, Sundays,	
Detroit, Echo, weekly,	
Detroit, Free Press, daily,	
Detroit, Free Press, weekly,	
Detroit, Journal, daily,	
Detroit, Michigan Volksblatt, weekly,	
Detroit, Sun, daily,	14,000
Detroit, Sunday Sun, Sundays,	30,000
Detroit, Illustrated Sun, weekly,	
Detroit, Tribune, daily,	

MICHIGAN.

Detroit, Tribune, Sundays,	C
Detroit, Tribune, weekly,	C
Detroit, American Methodist, weekly,	F
Detroit, Christian Herald, weekly,	5,000
Detroit, Commercial Advertiser and Michigan Home Journal, weekly,	25,000
Detroit, Courier, weekly,	F
Detroit, Michigan Christian Advocate, weekly,	17,338
Detroit, Sunday World, weekly,	O
Detroit, Pharmaceutical Era, semi-monthly,	F
Detroit, Book-Keeper, monthly,	14,000
Detroit, Indicator, monthly,	9,000
Detroit, Michigan A. O. U. W. Herald, monthly,	5,041
Detroit, Leonard's Illustrated Medical Journal, quarterly,	10,540
Grand Rapids, Morning Press, daily,	6,000
Grand Rapids, Hearth and Hall, m'thly,	F
Port Huron, Bee Hive, monthly,	24,000
Port Huron, Michigan Maccabee, m'thly,	25,000
St. Louis, Michigan Patrons' Guide, semi-monthly,	
Sturgis, Our Rural Homes, monthly,	C

MINNESOTA.

Minneapolis, Journal, daily,	31,397
Minneapolis, Times, daily,	D
Minneapolis, Sunday Times, Sundays,	D
Minneapolis, Tribune, daily,	C
Minneapolis, Sunday Tribune, Sundays,	D
Minneapolis, Farmers' Tribune, w'kly,	F
Minneapolis, Budstikken, weekly,	F
Minneapolis, Normanna, weekly,	E
Minneapolis, Svenska Amerikanska Posten, weekly,	E

MINNESOTA.

Minneapolis, Svenska Folkets Tidning, weekly,	E
Minneapolis, Farm, Stock and Home, semi-monthly,	C
Minneapolis, Housekeeper, semi-m'thly,	A
Minneapolis, Skoerdemannen, semi-monthly,	7,500
Minneapolis, Illustrator, monthly,	F
Minneapolis, Literary Light, monthly,	5,000
St. Paul, Dispatch, daily,	F
St. Paul, Globe, daily,	D
St. Paul, Globe, weekly,	E
St. Paul, Globe, Sundays,	C
St. Paul, Pioneer Press, daily (including Sunday),	18,500
St. Paul, Pioneer Press, weekly,	F
St. Paul, Volkszeitung, weekly,	F
St. Paul, Der Wanderer, weekly,	10,085
St. Paul, National Reporter System, weekly,	30,090
St. Paul, Northwestern Farmer and Breeder, semi-monthly,	7,500
St. Paul, American Home, monthly,	15,000
St. Paul, Northwestern Odd-Fellow Review, monthly,	14,500
St. Paul, Northwest Magazine, m'thly,	D
St. Paul, Western Humane Journal, monthly,	10,000

MISSISSIPPI.

Jackson, Convention Board Quarterly,	10,000
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MISSOURI.

Chillicothe, Missouri World, weekly,	F
Kansas City, Drovers' Telegram, daily,	8,943
Kansas City, Journal, daily,	E
Kansas City, Sunday Journal, Sundays,	C
Kansas City, Journal and Agriculturist, weekly,	C
Kansas City, Star, daily,	43,074
Kansas City, Star, weekly,	62,100
Kansas City, Times, daily,	21,000
Kansas City, Times, Sundays,	35,000
Kansas City, Times, weekly,	38,000
Kansas City, Live-Stock Indicator, Record and Farmer, weekly,	7,632
Kansas City, Sunday Sun, weekly,	44,946
St. Joseph, Herald, daily,	6,500
St. Joseph, News, daily,	7,075
St. Louis, Amerika, daily,	F
St. Louis, Amerika, weekly,	B
St. Louis, Anzeiger des Westens, daily,	14,000
St. Louis, Anzeiger des Westens, Sundays,	
St. Louis, Anzeiger des Westens, w'ly,	19,000
St. Louis, Chronicle, daily,	40,000

MISSOURI.

St. Louis, Die Westliche Post, daily,	
St. Louis, Die Westliche Post, Sundays,	
St. Louis, Die Westliche Post, weekly,	
St. Louis, Evening Star-Sayings, daily,	
St. Louis, Sunday Star-Sayings, Sundays,	
St. Louis, Globe-Democrat, daily,	40,000
St. Louis, Globe-Democrat, Sundays,	65,000
St. Louis, Globe-Democrat, weekly,	
St. Louis, Post-Dispatch, daily,	
St. Louis, Post-Dispatch, Sundays,	
St. Louis, Republic, daily,	
St. Louis, Republic, Sundays,	
St. Louis, Republic, weekly,	
St. Louis, American Baptist, weekly,	
St. Louis, American Celt, weekly,	
St. Louis, Bulletin of Commerce, w'y,	
St. Louis, Central Baptist, weekly,	
St. Louis, Central Christian Advocate, weekly,	
St. Louis, Christian Advocate, weekly,	
St. Louis, Christian-Evangelist, w'y,	
St. Louis, Church Progress and Catholic World, weekly,	
St. Louis, Colman's Rural World, w'y,	
St. Louis, Critic, weekly,	
St. Louis, Der Herold des Glaubens, w'y,	28,105
St. Louis, Farm Machinery, monthly,	
St. Louis, Grocer, weekly,	
St. Louis, Humorist, weekly,	
St. Louis, Journal of Agriculture, w'y,	
St. Louis, Life, weekly,	14,500
St. Louis, Spectator, weekly,	
St. Louis, Sporting News, weekly,	60,000
St. Louis, Stoves and Hardware Reporter, weekly,	
St. Louis, Trade Review and Export Journal, weekly,	7,000
St. Louis, Our Young Folks, semi-m'y,	22,000
St. Louis, School and Home, semi-m'y,	5,771
St. Louis, American Journal of Education, monthly,	
St. Louis, Annals of Surgery, monthly,	6,500
St. Louis, Chaparone, monthly,	33,000
St. Louis, Home Circle, monthly,	
St. Louis, Home, Farm and Factory and Live Stock Journal, monthly,	
St. Louis, Hustler, monthly,	
St. Louis, Kunkel's Musical Review, monthly,	
St. Louis, Medical Brief, monthly,	
St. Louis, St. Louis Magazine, m'y,	
St. Louis, Spanish American Trade Journal, monthly,	34,000
St. Louis, Word and Works, monthly,	30,000
Stanberry, Normal Teacher, bi-m'y,	

MONTANA.

Helena, Montana Farming and Stock Journal, weekly,	
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NEBRASKA.

Lincoln, Nebraska State Journal, daily,	
Lincoln, Nebraska State Journal, Sundays,	
Lincoln, Nebraska State Journal, semi-weekly,	
Lincoln, Western Resources, every ten days,	
Lincoln, Northwestern Journal of Education, monthly,	
Lincoln, Western Workman, monthly,	
Omaha, Bee, daily (including Sunday),	25,772
Omaha, Bee, weekly,	40,000
Omaha, World-Herald, daily (including Sunday),	17,490
Omaha, World-Herald, weekly,	15,000
Omaha, Den Danske Pioneer, weekly,	
Omaha, Western Stockman and Cultivator, semi-monthly,	25,000

NEW HAMPSHIRE.

Concord, Independent Statesman, w'y,	9,278
Manchester, Mirror and Farmer, w'y,	
Manchester, Union, daily,	
Manchester, Union, weekly,	
Manchester, Saturday Telegram, w'y,	30,000

NEW JERSEY.

Jersey City, Evening Journal, daily,	13,176
Jersey City, American Fireside and Farm, monthly,	
Jersey City, American Homestead, monthly,	
Jersey City, American Household Journal, monthly,	

NEW JERSEY.

F Little Silver, Orchard and Farm, m'y,	31,000
E Newark, Evening News, daily,	27,000
D Newark, Der Erzaehler, Sundays,	F
C Newark, Sunday Call, weekly,	20,000
C Newark, Town Talk, weekly,	6,000
Rockaway, American Hearthstone, monthly,	F
B Trenton, True American, daily,	5,787
B Trenton, Sunday Advertiser, weekly,	7,000

NEW YORK.

C Albany, Argus, Sundays,	F
A Albany, Argus, weekly,	F
E Albany, Evening Journal, daily,	11,000
F Albany, Journal, weekly,	42,000
F Albany, Morning Express, daily,	8,500
11,500 Albany, Press and Knickerbocker, daily,	
F Albany, Sunday Press, Sundays,	E
C Albany, Times Union, daily,	E
D Albany, Cultivator and Country Gentleman, weekly,	D
E Albany, Sunday Telegram, weekly,	55,000
D Avon, Boys' and Girls' News, monthly,	16,500
C Binghamton, Evening Herald, daily,	5,000
D Binghamton, Republican, daily,	6,000
D Binghamton, Husbandman, weekly,	E
F Brooklyn, Citizen, daily,	E
F Brooklyn, Citizen, Sundays,	D
C Brooklyn, Eagle, daily,	D
14,500 Brooklyn, Eagle, Sundays,	E
F Brooklyn, Standard-Union, daily,	F
60,000 Brooklyn, Times, daily,	
Brooklyn, Record of the C. B. L., m'y,	9,500
Buffalo, Commercial, daily,	F
Buffalo, Courier, daily,	F
Buffalo, Courier, Sundays,	F
E Buffalo, Enquirer, daily,	F
5,771 Buffalo, Evening News, daily,	C
Buffalo, Sunday Morning News, Sundays,	E
6,500 Buffalo, Express, daily,	F
33,000 Buffalo, Illustrated Express, Sundays,	37,319
B Buffalo, Times, daily,	33,921
B Buffalo, Times, Sundays,	19,448
B Buffalo, Catholic Union and Times, weekly,	F
A Buffalo, Christian Advocate, weekly,	8,217
E Buffalo, Sunday Truth, weekly,	18,421
C Buffalo, Tidings, weekly,	55,000
34,000 Buffalo, Educator, monthly,	26,000
F Buffalo, National Coopers' Journal, monthly,	5,295
F Buffalo, Pulpit, monthly,	F
C Buffalo, Queries Magazine, monthly,	E
Buffalo, Roller Mill, monthly,	5,000
Elmira, Gazette and Free Press, w'y,	F
Elmira, Telegram, weekly,	A
F Floral Park, Mayflower, monthly,	169,417
New York, Courier Des Etats-Unis, daily,	E
F New York, Courier Des Etats-Unis, Sundays,	C
E New York, Courier Des Etats-Unis, weekly,	C
E New York, Evening Post, daily,	20,894
F New York, Evening Telegram, daily,	D
F New York, Herald, daily,	B
F New York, Herald, weekly,	E
5,000 New York, Il Progresso Italo-Americano, daily,	F
10,000 New York, Jewish Gazette, weekly,	11,500
25,772 New York, Journal of Commerce, daily,	F
40,000 New York, Journal of Finance, daily,	F
17,490 New York, Mail and Express, daily,	C
15,000 New York, Mail and Express, weekly,	F
F New York, Morgen Journal, daily,	E
25,000 New York, Morning Advertiser, morning,	45,000
New York, Commercial Advertiser, evening,	22,000
9,278 New York, Morning Journal, daily,	A
C New York, Morning Journal, Sundays,	B
F New York, News, daily,	A
E New York, Sunday News, Sundays,	B
30,000 New York, New Yorker Staats-Zeitung, daily,	B
New York, New Yorker Staats-Zeitung, weekly,	E
A New York, Sonntagsblatt Der Staats-Zeitung, Sundays,	C
A New York, New Yorker Tages-Nachrichten, daily,	C
A New York, Sonntags Nachrichten, Sundays,	C

NEW YORK.

New York, New Yorker Volks Zeitung, daily,
 New York, Sonntagsblatt, Sundays,
 New York, New Yorker Zeitung, morning,
 New York, New Yorker Herold, evening,
 New York, New Yorker Revue und Beobachter Am Hudson, Sundays,
 New York, Press, daily,
 New York, Sunday Press, Sundays,
 New York, Recorder, daily,
 New York, Sun, morning,
 New York, Evening Sun, evening,
 New York, Sun, weekly,
 New York, Sun, Sundays,
 New York, Times, daily,
 New York, Times, Sundays,
 New York, Times, weekly,
 New York, Tribune, daily,
 New York, Tribune, semi-weekly,
 New York, Tribune, weekly,
 New York, Tribune, Sundays,
 New York, World, morning,
 New York, World, evening,
 New York, World, weekly,
 New York, World, Sundays,
 New York, American Analyst, weekly,
 New York, American Banker, weekly,
 New York, American Bank Reporter, bi-monthly,
 New York, American Machinist, w'kly,
 New York, American Sentinel, weekly,
 New York, Amerikanische Schweizer Zeitung, weekly,
 New York, Argosy, weekly,
 New York, Beiletristisches Journal, weekly,
 New York, Boys of New York, weekly,
 New York, Catholic News, weekly,
 New York, Christian Advocate, w'kly,
 New York, Christian at Work and Every Thursday, weekly,
 New York, Christian Herald and Signs of Our Times, weekly,
 New York, Christian Inquirer, weekly,
 New York, Christian Intelligencer, weekly,
 New York, Christian Union, weekly,
 New York, Churchman, weekly,
 New York, Clipper, weekly,
 New York, Court Journal and Official District Court Record, weekly,
 New York, Dispatch, weekly,
 New York, Dramatic Mirror, weekly,
 New York, Dramatic Times, weekly,
 New York, Dry Goods Chronicle and Fancy Goods Review, weekly,
 New York, Electrical World, weekly,
 New York, Evangelist, weekly,
 New York, Examiner, weekly,
 New York, Family Story Paper, w'kly,
 New York, Farmer-Pioneer, weekly,
 New York, Financier, weekly,
 New York, Fireside Companion, w'kly,
 New York, Forest and Stream, weekly,
 New York, Frank Leslie's Illustrated Weekly,
 New York, Frank Leslie's Illustrated Zeitung, weekly,
 New York, Freeman's Journal and Catholic Register, weekly,
 New York, Golden Hours, weekly,
 New York, Golden Weekly,
 New York, Good News, weekly,
 New York, Harper's Bazar, weekly,
 New York, Harper's Weekly,
 New York, Harper's Young People, weekly,
 New York, Hebrew Standard, w'kly,
 New York, Illustrated Christian Weekly,
 New York, Illustrated News, weekly,
 New York, Illustrated Sport, Music and Drama, weekly,
 New York, Illustrirtes Sonntagsblatt, weekly,
 New York, Independent, weekly,
 New York, Irish World and American Industrial Liberator, weekly,
 New York, Iron Age, weekly,
 New York, Jewelers' Weekly,
 New York, Judge, weekly,
 New York, Katholisches Volksblatt, weekly,

NEW YORK.

New York, Ledger, weekly,
 New York, Life, weekly,
 New York, Medical Record, weekly,
 New York, Metal Worker, weekly,
 New York, Nation, weekly,
 New York, National Grocer, weekly,
 New York, National Police Gazette, weekly,
 New York, New Yorker Schwaebisches Wochenblatt, weekly,
 New York, Observer, weekly,
 New York, Oesterreichisch-Ungarische Zeitung, weekly,
 New York, Once a Week, weekly,
 New York, Printers' Ink, weekly,
 New York, Puck, weekly,
 New York, Puck (German), weekly,
 New York, Rural New Yorker, w'kly,
 New York, School Journal, weekly,
 New York, Scientific American, w'kly,
 New York, Scientific American, m'ly,
 New York, Scottish American, w'kly,
 New York, Spirit of the Times, w'kly,
 New York, Sporting Times, weekly,
 New York, Sportsman, weekly,
 New York, Standard, weekly,
 New York, Street & Smith's New York Weekly,
 New York, Studio, weekly,
 New York, Sunday Democrat, weekly,
 New York, Sunday Mercury, weekly,
 New York, Texas Siftings, weekly,
 New York, Town Topics, weekly,
 New York, Union Printer, weekly,
 New York, Uptown Press, weekly,
 New York, Voice, weekly,
 New York, Volksadvocat, weekly,
 New York, Witness, weekly,
 New York, Woman's Illustrated World, weekly,
 New York, Wine and Spirit Gazette, semi-monthly,
 New York, Agents' Guide, monthly,
 New York, American Agriculturist, monthly,
 New York, American Missionary, m'y,
 New York, Art Amateur, monthly,
 New York, Art Interchange, monthly,
 New York, Australasian and South American, monthly,
 New York, Baptist Home Mission Monthly,
 New York, Belford's Monthly and Democratic Review, monthly,
 New York, Business Woman's Journal, monthly,
 New York, Carpentry and Building, monthly,
 New York, Cassell's Family Magazine, monthly,
 New York, Century Magazine, m'thly,
 New York, Church Union, monthly,
 New York, Common School Education and Teachers' World, monthly,
 New York, Converted Catholic, m'thly,
 New York, Cosmopolitan, monthly,
 New York, Current Literature, m'thly,
 New York, Dahlem, monthly,
 New York, Delineator, monthly,
 New York, Demorest's Family Magazine, monthly,
 New York, Der Auswanderer (The Emigrant) und Deutsche in Amerika, monthly,
 New York, Der Hausdokter, monthly,
 New York, Doctor, monthly,
 New York, Dr. Foote's Health Monthly, monthly,
 New York, Domestic Monthly, monthly,
 New York, Drake's Magazine, monthly,
 New York, Druggists' Circular and Chemical Gazette, monthly,
 New York, Educational Review, m'y,
 New York, El Anunciador, monthly,
 New York, Fancy Goods Graphic, m'y,
 New York, Fashion and Fancy, m'thly,
 New York, Forum, monthly,
 New York, Frank Leslie's Budget, m'y,
 New York, Frank Leslie's Pleasant Hours, monthly,
 New York, Frank Leslie's Popular Monthly,
 New York, Freiheit's Bote, monthly,
 New York, Garden, monthly,
 New York, Goldthwait's Geographical Magazine, monthly,

NEW YORK.

New York, Hall's Journal of Health, monthly,	
New York, Harper's New Magazine, monthly,	
New York, Hearststone, monthly,	
New York, Home and Country, m'thly,	33,499
New York, Home Cheer, monthly,	
New York, Home Maker, monthly,	
New York, Home Missionary, monthly,	30,436
New York, Homiletic Review, m'thly,	
New York, Household Companion, monthly,	
New York, Housewife, monthly,	
New York, Illustrated Companion, monthly,	
New York, International Journal of Surgery, monthly,	
New York, Journal of the Telegraph, monthly,	
New York, Judge's Library, monthly,	
New York, Ladies' World, monthly,	250,450
New York, L'Art de la Mode, monthly,	33,000
New York, Le Bon Ton and le Moniteur de la Mode, monthly,	25,000
New York, Mme. Demorest Fashion Journal, monthly,	
New York, Magazine of Art, monthly,	
New York, Manufacturer and Builder, monthly,	15,000
New York, Medical Abstract, monthly,	7,000
New York, Metronome, monthly,	
New York, Metropolitan and Rural Home, monthly,	
New York, Munsey's Magazine, m'thly,	
New York, New York and Paris Young Ladies' Fashion Bazar, monthly,	
New York, North American Review, monthly,	
New York, Our Country Home, m'thly,	
New York, Outing, monthly,	
New York, People's Home Journal, monthly,	221,583
New York, Phonographic World, m'y,	
New York, Popular Science Monthly,	
New York, Power, monthly,	20,400
New York, Puck's Library, monthly,	
New York, Quiver, monthly,	
New York, Rainbow, monthly,	
New York, Revista Popular, monthly,	29,000
New York, Safety Valve, monthly,	
New York, St. Andrew's Cross, m'thly,	10,125
New York, St. Nicholas, monthly,	
New York, Scribner's Magazine, m'hly,	121,062
New York, Season, monthly,	
New York, Short Stories, monthly,	
New York, Silver Cross, monthly,	
New York, Spirit of Missions, m'thly,	
New York, Sunday School Journal for Teachers, monthly,	
New York, Tailor, monthly,	2,500
New York, Teachers' Institute and Practical Teacher, monthly,	45,023
New York, Trained Nurse, monthly,	8,500
New York, Travelers' Official Guide, monthly,	
New York, Travelers' Ready Reference Guide, monthly,	7,001
New York, Treasure Trove, monthly,	
New York, University Magazine, m'y,	5,621
New York, Varnish, monthly,	
New York, Welcome Friend, m'thly,	
New York, Woman's Work for Woman, monthly,	16,900
New York, Woodward's Musical Monthly,	40,000
New York, Journal of Balneology, bi-monthly,	
New York, Lieber's Manual, bi-m'thly,	
New York, Church Sunday School Lessons, quarterly,	
New York, Jenness Miller Illustrated Quarterly,	
New York, Shoppell's Modern Houses, quarterly,	
New York, Temperance, quarterly,	
Port Jervis, Orange Co. Farmer, w'y,	7,000
Poughkeepsie, Sunday Courier, w'ly,	17,301
Rochester, Democrat and Chronicle, daily,	
Rochester, Democrat and Chronicle, weekly,	10,467
Rochester, Evening Times, daily,	
Rochester, Morning Herald, daily,	
Rochester, Post-Express, daily,	11,576
Rochester, Union and Advertiser, d'y,	

NEW YORK.

Rochester, Volksblatt, daily,	F
Rochester, Jewish Tidings, weekly,	8,222
Rochester, Sunday Morning Herald, weekly,	F
Rochester, Sunday Star, weekly,	F
Rochester, Educational Gazette, m'y,	F
Rochester, Farm Life, monthly,	A
Rochester, Green's Fruit Grower, m'y,	D
Rochester, Vick's Illustrated Magazine, monthly,	A
Syracuse, Evening Herald, daily,	F
Syracuse, Northern Christian Advocate, weekly,	F
Syracuse, Sunday Times, weekly,	F
Syracuse, School Bulletin and New York State Educational Journal, monthly,	11,917
Troy, Press, daily,	F
Troy, Press, weekly,	F
Troy, Times, daily,	F
Troy, Times, weekly,	E
Troy, Northern Budget, weekly,	C
Troy, Carriage and Harness Retail Dealers' Protective Journal, m'hly,	F
Utica, Press, daily,	6,500
Utica, Saturday Globe, weekly,	165,354
Utica, Y Drych, weekly,	F
Utica, Young Lutheran, monthly,	27,945

NORTH CAROLINA.

Hamlet, Our Southern Home, m'thly,	D
Raleigh, Progressive Farmer, weekly,	19,057

NORTH DAKOTA.

Grand Forks, Normanden, weekly,	5,000
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OHIO.

Akron, Beacon and Republican, daily,	5,000
Akron, American Farm News, m'thly,	A
Alliance, Climax, semi-monthly,	6,000
Canton, Refrigerator, weekly,	5,663
Cincinnati, Commercial Gazette, d'ly,	D
Cincinnati, Gazette, weekly,	C
Cincinnati, Enquirer, daily,	C
Cincinnati, Enquirer, weekly,	H
Cincinnati, Freie Presse, Sundays,	F
Cincinnati, Post, daily,	65,000
Cincinnati, Times-Star, daily,	C
Cincinnati, Times, weekly,	C
Cincinnati, Volksblatt, weekly,	F
Cincinnati, Westliche Blaetter, S'ndays,	D
Cincinnati, American Catholic Tribune, weekly,	F
Cincinnati, American Grange Bulletin, weekly,	D
Cincinnati, American Israelite, w'ly,	E
Cincinnati, Better Way, weekly,	E
Cincinnati, Christian Leader, weekly,	8,000
Cincinnati, Christian Standard, w'y,	C
Cincinnati, Der Christliche Apologete, weekly,	F
Cincinnati, Herald and Presbyter, w'y,	21,000
Cincinnati, Journal and Messenger, weekly,	11,500
Cincinnati, Wahrheitsfreund, weekly,	F
Cincinnati, Western Christian Advocate, weekly,	D
Cincinnati, Co-operative News, semi-monthly,	D
Cincinnati, Chautauqua Camp and Fireside, monthly,	F
Cincinnati, Farm Fun, monthly,	C
Cincinnati, People's Aid and Alliance Review, monthly,	22,000
Cincinnati, Phonographic Magazine, monthly,	6,500
Cincinnati, Spokesman, monthly,	6,000
Cincinnati, Berean Senior Lesson, q'y,	E
Cincinnati, National Normal Exponent, quarterly,	F
Cincinnati, Standard Bible Lessons, quarterly,	F
Cleveland, Anzeiger und Deutsche Presse, daily,	8,000
Cleveland, Leader and Morning Herald, morning and evening,	D
Cleveland, Leader, weekly,	D
Cleveland, Leader, Sundays,	D
Cleveland, Plain Dealer, daily,	C
Cleveland, Plain Dealer, Sundays,	C
Cleveland, Plain Dealer, weekly,	C
Cleveland, Press, daily,	45,000
Cleveland, Wachter Am Erie, daily,	8,500
Cleveland, Wachter Am Erie, Sundays,	F

OHIO.

Cleveland, World, daily,	29,000
Cleveland, World, Sundays,	17,500
Cleveland, Der Christliche Botschaf- ter, weekly,	E
Cleveland, Evangelical Messenger, weekly,	F
Cleveland, Ohio Practical Farmer, w'y,	65,000
Cleveland, Sun and Voice, weekly,	E
Cleveland, Union Gospel News, w'ly,	112,291
Cleveland, Scientific Machinist, semi- monthly,	9,500
Cleveland, American Builder, m'thly,	D
Cleveland, American School, m'thly,	7,000
Cleveland, Brotherhood of Locomotive Engineers' Journal, monthly,	C
Cleveland, Evangelical Sunday School Teacher, monthly,	F
Columbus, Evening Dispatch, daily,	10,750
Columbus, Ohio State Journal, daily,	12,500
Columbus, Ohio State Journal, 8'nd'ys,	16,500
Columbus, Ohio State Journal, w'ly,	22,000
Columbus, Press, daily,	10,603
Columbus, Press, weekly,	34,696
Columbus, Ohio Waisenfreund, w'ly,	C
Columbus, City and Country, monthly,	C
Columbus, Rural Call, monthly,	F
Dayton, Christian Conservator, w'ly,	5,292
Dayton, Farmer's Home, weekly,	40,000
Dayton, Religious Telescope, weekly,	F
Dayton, Young Catholic Messenger, semi-monthly,	17,125
Dayton, Our Bible Lesson Quarterly,	A
Dayton, Scholars' Quarterly,	C
Delaware, Woman's Home Missions, monthly,	F
Mount Gilead, Farmers' Herald, semi- monthly,	F
Prospect, Advertisers' Gazette,	5,000
Springfield, Beacon, weekly,	25,552
Springfield, New Era and Delaware Signal, weekly,	8,309
Springfield, Sunday News, weekly,	6,500
Springfield, Farm and Fireside, semi- monthly,	250,679
Springfield, Ladies' Home Companion, semi-monthly,	136,545
Springfield, American Farmer, m'thly,	40,000
Springfield, Womankind, monthly,	F
Toledo, Bee, weekly,	F
Toledo, Blade, daily,	13,500
Toledo, Blade, weekly,	113,211
Toledo, Evening News, daily,	5,000
Youngstown, Evening Telegram, d'ly,	8,500

OREGON.

Portland, Evening Telegram, daily,	6,500
Portland, Morning Oregonian, daily,	17,668
Portland, Sunday Oregonian, Sundays,	19,440
Portland, Oregonian, weekly,	15,106

PENNSYLVANIA.

Allentown, Welt-Bote, weekly,	D
Harrisburg, Evangelical, weekly,	7,000
Harrisburg, Telegram, weekly,	110,664
Lancaster, Lutheran Observer, weekly,	11,500
La Plume, Seed-Time and Harvest, monthly,	E
Libonia, Park's Floral Magazine, m'y,	24,416
Meadville, Pennsylvania Farmer, w'y,	8,500
Meadville, Chautauquan, monthly,	B
Meadville, Keystone Workman, m'hly,	F
Philadelphia, Call, daily,	B
Philadelphia, Call, weekly,	D
Philadelphia, Demokrat, daily,	E
Philadelphia, Die Neue Welt, Sundays,	F
Philadelphia, Vereinigte Staaten Zeit- ung, weekly,	F
Philadelphia, Evening Bulletin, daily,	F
Philadelphia, Evening Herald, daily,	F
Philadelphia, Evening Item, daily,	181,237
Philadelphia, Sunday Item, Sundays,	184,491
Philadelphia, Item, weekly,	43,358
Philadelphia, Evening Star, daily,	F
Philadelphia, Evening Telegraph, daily,	E
Philadelphia, Inquirer, daily,	65,000
Philadelphia, Inquirer, Sundays,	B
Philadelphia, News, daily,	C
Philadelphia, News, weekly,	D
Philadelphia, North American, daily,	C
Philadelphia, Press, daily,	B
Philadelphia, Press, Sundays,	96,328
Philadelphia, Press, weekly,	C
Philadelphia, Public Ledger, daily,	B

PENNSYLVANIA.

Philadelphia, Record, daily,	133,110
Philadelphia, Record, Sundays,	94,362
Philadelphia, Times, daily,	B
Philadelphia, Times, Sundays,	B
Philadelphia, Times, weekly,	D
Philadelphia, Advocate, weekly,	F
Philadelphia, British American, w'y,	8,500
Philadelphia, Christian Instructor and United Presbyterian Witness, w'y,	6,000
Philadelphia, Christian Recorder, w'y,	7,500
Philadelphia, Christian Standard, w'y,	14,000
Philadelphia, Christian Statesman, weekly,	F
Philadelphia, Golden Days, weekly,	A
Philadelphia, Guardian Angel, weekly,	C
Philadelphia, Housekeeper's Weekly,	15,000
Philadelphia, Journal of the Knights of Labor, weekly,	C
Philadelphia, Market Journal, weekly,	E
Philadelphia, Mercury and Siftings, weekly,	F
Philadelphia, National Baptist, w'ly,	11,500
Philadelphia, Practical Farmer, w'ly,	33,000
Philadelphia, Presbyterian, weekly,	12,500
Philadelphia, Presbyterian Journal, weekly,	8,500
Philadelphia, Reformed Church Mes- senger, weekly,	7,500
Philadelphia, Saturday Evening Post, weekly,	C
Philadelphia, Saturday Night, weekly,	A
Philadelphia, Sporting Life, weekly,	C
Philadelphia, Standard of the Cross and the Church, weekly,	F
Philadelphia, Sun, weekly,	F
Philadelphia, Sunday Dispatch, w'ly,	F
Philadelphia, Sunday School Times, weekly,	156,738
Philadelphia, Taggart's Times, weekly,	D
Philadelphia, Our Young People, bi- weekly,	45,458
Philadelphia, Agents' Herald, monthly,	B
Philadelphia, Arthur's Home Magazine, monthly,	B
Philadelphia, Augsburg Sunday School Teacher, monthly,	F
Philadelphia, Baptist Superintendent, monthly,	8,224
Philadelphia, Baptist Teacher, m'thly,	59,300
Philadelphia, Carpenter, monthly,	D
Philadelphia, Christian Woman, m'hly,	F
Philadelphia, Church At Home and Abroad, monthly,	C
Philadelphia, Etude, monthly,	F
Philadelphia, Farm Journal, monthly,	230,590
Philadelphia, Godey's Lady's Book, monthly,	E
Philadelphia, Home Queen, monthly,	39,000
Philadelphia, Items of Interest, m'hly,	8,151
Philadelphia, Keystone, monthly,	D
Philadelphia, Knights of the Golden Eagle, monthly,	F
Philadelphia, Ladies' Home Journal, monthly,	704,167
Philadelphia, Ladies' Home Magazine, monthly,	E
Philadelphia, Leisure Hours, monthly,	D
Philadelphia, Lippincott's Magazine, monthly,	A
Philadelphia, Medical Bulletin, m'thly,	6,005
Philadelphia, Medical Summary, m'y,	10,000
Philadelphia, Medical World, monthly,	25,000
Philadelphia, Munyon's Magazine, m'y,	A
Philadelphia, National Retail Jeweler, monthly,	5,025
Philadelphia, Painting and Decorat- ing, monthly,	F
Philadelphia, Peterson's Magazine, monthly,	F
Philadelphia, Rural Home, monthly,	B
Philadelphia, Table Talk, monthly,	E
Philadelphia, Therapeutic Gazette, monthly,	F
Philadelphia, Christianity in Earnest, bi-monthly,	F
Philadelphia, Advanced Quarterly,	466,463
Philadelphia, Scholars' Quarterly,	A
Pittsburgh, Chronicle Telegraph, daily,	E
Pittsburgh, Chronicle Telegraph, w'y,	D
Pittsburgh, Commercial Gazette, daily,	C
Pittsburgh, Commercial Gazette, w'y,	C
Pittsburgh, Dispatch, daily,	31,755
Pittsburgh, Dispatch, Sundays,	61,131
Pittsburgh, Freiheits Freund, daily,	13,000

PENNSYLVANIA.

Pittsburgh, Freiheit Freund und Pitts-	
burger Courier, weekly,	5,000
Pittsburgh, Leader, daily,	E
Pittsburgh, Leader, Sundays,	D
Pittsburgh, Pittsburgher Volksblatt,	F
daily,	
Pittsburgh, Post, daily,	19,500
Pittsburgh, Post, weekly,	21,000
Pittsburgh, Press, daily,	38,983
Pittsburgh, Press, Sundays,	E
Pittsburgh, Times, daily,	C
Pittsburgh, Christian Advocate, w'kly,	12,570
Pittsburgh, Commoner and Glass	
Worker, weekly,	F
Pittsburgh, Methodist Recorder, w'ly,	7,500
Pittsburgh, National Glass Budget,	
weekly,	F
Pittsburgh, National Labor Tribune,	F
weekly,	
Pittsburgh, National Stockman and	B
Farmer, weekly,	E
Pittsburgh, Presbyterian Banner, w'ly,	F
Pittsburgh, United Presbyterian, w'ly,	F
Pittsburgh, School Review, monthly,	11,133
Reading, Eagle, daily,	5,500
Reading, Eagle, Sundays,	
Reading, Reformed Church Record,	5,500
weekly,	D
Reading, Litteratur-Blatt, monthly,	10,000
Scranton, Truth, daily,	7,500
Scranton, People, weekly,	F
West Chester, Local News, daily,	53,415
Williamsport, Pennsylvania Grit, w'y,	
York, Lutheran Missionary Journal,	E
monthly,	

RHODE ISLAND.

Pawtucket, Evening Times, daily,	11,000
Providence, Evening Bulletin, daily,	C
Providence, Evening Telegram, daily,	E
Providence, Sunday Telegram, S'ndays,	E
Providence, Journal, daily,	10,000
Providence, Sunday Journal, Sundays,	10,500
Providence, Home Guard, monthly,	22,000
Providence, Pomona Herald, monthly,	F
Woonsocket, Evening Reporter, daily,	6,000

SOUTH CAROLINA.

Florence, Centenary, monthly,	F
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SOUTH DAKOTA.

Huron, Dakota Farmer, semi-monthly,	15,000
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TENNESSEE.

Memphis, Appeal-Avalanche, daily,	F
Memphis, Appeal-Avalanche, Sundays,	E
Memphis, Appeal-Avalanche, weekly,	C
Memphis, Commercial, daily,	7,502
Memphis, Commercial, weekly,	14,000
Memphis, Evening Scimitar, daily,	F
Memphis, Fraternal Record, bi-m'thly,	12,632
Nashville, American, weekly,	E
Nashville, Banner, daily,	9,656
Nashville, Herald, daily,	F
Nashville, Baptist and Reflector, w'kly,	6,000
Nashville, Christian Advocate, weekly,	C
Nashville, Cumberland Presbyterian,	F
weekly,	
Nashville, Gospel Advocate, weekly,	F
Nashville, Issue, weekly,	F
Nashville, Sunday School Magazine,	D
monthly,	

TEXAS.

Dallas, News, weekly,	F
Dallas, Southern Mercury, weekly,	C
Dallas, Texas Baptist and Herald, w'ly,	D
Dallas, Texas Christian Advocate, w'y,	25,000
Dallas, Texas Farm and Ranch, weekly,	D
Dallas, Texas Farmer, weekly,	29,000
Dallas, Western Baptist, weekly,	6,001
Fort Worth, Gazette, daily,	8,500
Fort Worth, Gazette, weekly,	13,000
Galveston, News, weekly,	F
Houston, Post, daily,	7,000
Houston, Post, semi-weekly,	10,000
San Antonio, Express, daily,	F
San Antonio, Express, semi-weekly,	F

UTAH.

Salt Lake City, Salt Lake Herald, semi-	
weekly,	6,000
Salt Lake City, Salt Lake Tribune, daily,	7,939
Salt Lake City, Juvenile Instructor,	
semi-monthly,	7,500

VERMONT.

Burlington, Free Press, weekly,	5,500
Montpelier, Argus and Patriot, w'kly,	7,500

VIRGINIA.

Basic City, Advance, weekly,	5,000
Norfolk, Virginian, daily,	5,500
Richmond, Dispatch, daily,	F
Richmond, Dispatch, weekly,	F
Richmond, Times, daily,	8,000
Richmond, Christian Advocate, w'kly,	F
Richmond, American Doctor, m'thly,	F
Richmond, Farm Journal, monthly,	7,192
Richmond, American Farm and Horti-	
culturist, quarterly,	22,414

WASHINGTON.

Anacortes, Washington Farmer, w'kly,	F
Seattle, Post-Intelligencer, daily,	F
Seattle, Post-Intelligencer, weekly,	F
Seattle, Telegraph, daily,	8,280
Seattle, Koch and Oakley's Railway	
and Navigation Guide, monthly,	7,500
Tacoma, Ledger, daily,	6,000

WISCONSIN.

Evergreen, Ornamental and Forest	
Tree Grower, monthly,	F
Fort Atkinson, Hoard's Dairyman, w'y,	D
Linden, Adviser, monthly,	5,000
Madison, Northwestern Mail, weekly,	5,000
Madison, Wisconsin Farmer, weekly,	F
Madison, Monoma Lake Quarterly,	7,375
Milwaukee, Abend Post und Freie	
Presse, daily,	6,500
Milwaukee, Evening Wisconsin, daily,	E
Milwaukee, Wisconsin, weekly,	E
Milwaukee, Germania, semi-weekly,	A
Milwaukee, Herold, daily,	D
Milwaukee, Herold, semi-weekly,	F
Milwaukee, Herold, Sundays,	
Milwaukee, Journal, daily,	14,000
Milwaukee, Sentinel, daily,	E
Milwaukee, Sunday Sentinel, Sundays,	E
Milwaukee, Sentinel and Wisconsin	
Farm Journal, weekly,	D
Milwaukee, Deutsche Warte, semi-w'y,	25,000
Milwaukee, Erholungsstunden, w'kly,	22,000
Milwaukee, Catholic Citizen, weekly,	F
Milwaukee, Der Haus und Bauern-	
freund, weekly,	A
Milwaukee, Peck's Sun, weekly,	D
Milwaukee, Telegraph, weekly,	F
Milwaukee, Times, Saturdays,	F
Milwaukee, Wisconsin Times, weekly,	F
Milwaukee, Yelowine's News, weekly,	16,000
Milwaukee, Acker und Gartenbau Zeit-	
ung, semi-monthly,	C
Milwaukee, Der Landwirth, semi-m'y,	D
Milwaukee, American School Board	
Journal, monthly,	33,000
Racine, Wisconsin Agriculturist, semi-	
monthly,	C

To the Editor of PRINTERS' INK.

As the editor of the American Newspaper Directory, I have often wished that publishers would be as free in furnishing facts regarding circulation before the book is issued as they are afterwards, when the information cannot be utilized. A case in point is that of the Chicago Herald. No report was received from it, and so it was rated "B," which means that it was my estimate, after failing to obtain any information whatever from the office of publication, although three applications were made by mail to the publisher for it, viz., July 1st, Sept. 29th and Dec. 1st, and in one it was stated that failing to obtain any response the paper would be classed under the same letter rating as last year. This was accordingly done. And now it appears that had the information that now comes to hand been furnished me in response to my requests the rating of the Herald would have been at least "A," and probably "A 125,000." I believe I was justified in this, and in all similar cases, in observing the rule made for me to follow, and in the absence of any statement from the Herald rating it as directed under the rule. While the Herald is an important paper it is but one of more than 19,000 that I was obliged to rate, and there is no one paper that in my official capacity is favored more than another. In the absence of any report, I use my best judgment.

This letter I trust will be a complete answer to this and all similar complaints that may arise, and that I shall not again need to trouble you to answer publishers dissatisfied with their rating as given in your columns and taken from the American Newspaper Directory for 1892.

M. A. STEPHENS, Editor of the American Newspaper Directory.
New York, April 25th, 1893.

Correspondence.

TO PETITION CONGRESS.

CHARLES M. ROGERS,
BREAD AND CRACKER WORKS,
166 PLEASANT ST.,
WORCESTER, Mass., May 2, 1892.

Editor of PRINTERS' INK:

I have been interested in your contest with Post-Office authorities as regards the postal classification of PRINTERS' INK. Permit me to offer a suggestion that might start several wheels to moving in your behalf. Get out a blank petition, stating your grievances in good strong language, mail one to each subscriber, and ask him, providing he cares to take the trouble, or is interested in the matter, to mail it to his Congressman, with his signature attached. It seems to me that it would be productive of some sort of a breeze that might blow the dust out of the eyes of some of our Post-Office servants. Your publication is worth dollars to every business man in the country, and is entitled to fair treatment.

Just a suggestion, nothing more.

Yours truly,

CHARLES M. ROGERS.

You print the circular, we do the rest.

A PHILADELPHIAN INQUIRES.

PHILADELPHIA, May 2, 1892.

Editor of PRINTERS' INK:

In your recent controversy with the Post-Office authorities, did the question ever arise in your mind as to whether *Book News*, published by John Wanamaker, is not open to fully as much criticism upon the point of advertising as is PRINTERS' INK? *Book News*, when it was first published, was not paid for at all, but was given to anybody who might ask for it, as an advertisement for John Wanamaker's book department.

—, April 29, 1892.

Editor of PRINTERS' INK:

Mr. — was in my office again this morning and happened to see on my desk among my mail a copy of "Romance," which you know is a serial in book form, or rather a pamphlet or magazine, purporting to be issued by a combination of authors. Said he, "That is another publication that is giving the Department considerable trouble to decide whether it ought to be allowed through the mails as second-class matter. There are many more of the same sort. Book publishers, instead of getting out a story in book form, or in weekly newspapers, work it off in serials, to get the benefit of second-class rates. Some of these publications are of a most degrading nature (newspapers, you know, never are), but it is a delicate question for the Department to decide where to draw the line. You can see it requires a nice distinction."

It might be well to see a copy of this "Romance." It is published by the Romance Publishing Company, Clinton Hall, Astor place, N. Y. You will know what the Department is considering in connection with your case. I remember the first circular, though I did not preserve the copy, was signed (or thus printed) with the names of a number of authors, who said they were combining for the purpose of putting their works out more economically, and wished reading notices in return for copies. Very respectfully,

NOT A WANAMAKER MAN.

THE POTSDAM RED SANDSTONE COMPANY,
POTSDAM, N. Y., April 29, 1892.

Editor of PRINTERS' INK:

Enclosed please find check to renew our subscription to PRINTERS' INK from 2d inst., for one year.

It is the brightest, sharpest, and most thoroughly-read publication that comes in our mail, although among the firm we take fifty or sixty, and to a business man it is the most valuable in the list.

Almost everyone in St. Lawrence County is a Republican, but we are not Wanamaker Republicans. Your treatment by the Post-Office Department is an outrage, and will cost our party thousands of votes unless changed. Nothing is more unpopular among Americans than unfair business treatment, simply because one of the parties is an official and can say, "What are you going to do about it?" From Tweed's time down, this saying has often been answered in one way or another in a way not satisfactory to the questioner. It will be in your case, without doubt.

THE POTSDAM RED SANDSTONE CO.

WANTS.

Advertisements under this head 75 cents a line

LIVE Trade or Ag'l Journal, lacking capital, address T. S. PRATT, Rockville, Ct.

WANTED—A good article to sell merchants for advtg purposes. 2152 Paulina, Chicago.

IF you want artistic, tasty printing—an elaborate catalog, with embossed cover—write, or come in and talk it over. GRIFFITH, AXTELL & CADY CO., Holyoke, Mass.

BRIGHT MAN. RARE CHANCE. Established Printing House, publishing two monthlies, wants business manager. Must have \$10,000.00. Salary, \$1,500.00 per year to start. Only hustler need apply. Box 55, Printers' Ink.

FOR SALE.

Advertisements under this head 75 cents a line.

SILK PIECES FOR PREMIUMS. E. M. LEMARIE, Little Ferry, N. J.

PREMIUMS FOR NEWSPAPERS. EMPIRE CO., 146 Worth St., New York.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

4 Lines \$1. 1 in. \$3.50. 1 col. \$46.55. 1 page \$156.80. 50,000 proven. Woman's Work, Athens, Ga.

ALITTLE capital will secure management of a Daily & printing plant. "X," Printers' Ink.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

FOR SALE—A well established suburban weekly newspaper, in one of the best towns in Massachusetts. T. H. CAHILL ADVERTISING AGENCY, 235 Washington St., Boston.

1 INCH, \$1; 1 col. (8 ins.), \$5. Will reach 1,300 Y. M. C. A. reading rooms on paid subscription, and be read by 13,000 young men. Circulation 10,000 in all. PLAIN TALK, 114 Nassau St., N. Y.

100,000 Agents' addresses, printed and gummed. We sell of any State at \$2.00 1,000, and pay forfeit 4 cts on each returned "dead." Try 1,000. AGENTS' HERALD, Phila., Pa.

FOR SALE.—A complete newspaper and job office for sale at a reasonable price. Daily and weekly paper. Good circulation. Needs a manager. Sold on account of continued illness of prop'r. In a building built for the purpose. Address E. L. BRICE, Sunbury, Pa.

IMPORTANT! Printers and Advertisers. 5,000 stock cuts, initials, comic and other illustrations. 15c. each. Newspaper portraits, any subject, \$1.00. Illustrate your town. Boom your business. Catalogue 4c. Write for information. CHICAGO PHOTO ENG. CO., Chicago.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 75c. a line.

V _____

VIC _____

GRIT _____

VICK'S _____

VAN BIBBER'S. _____

VICK'S Magazine. _____

200,000 Vicks. _____

VICK'S, \$1.25 per line. _____

SPOKANE SPOKESMAN. _____

VICK'S, 3 mos. or 300 lines, \$1.18. _____

VICK'S, 6 months or 400 lines, \$1.12. _____

VICK'S, 9 months or 600 lines, \$1.06. _____

VICK'S, one year or 1,000 lines, \$1.00. _____

LEVEY'S INKS are the best. New York. _____

WHO IS MISTCHAYACK? He writes advs. _____

VICK'S 300,000. Endorsed by Rowell because it's so. _____

JOHN T. MULLINS' MAILING AGENCY, Faulkland, Del. \$2 per 1,000. _____

BUFFALO TIMES proves over 33,000 circulation. It will pay you. _____

VICK'S MAG. H. P. Hubbard, Manager. 38 Times Building, New York. _____

BOSTON HOTEL GUIDE is the ONLY hotel paper in New England. \$2. _____

VICK'S Magazine, 300,000, takes no doubtful advs. Hence, good company. _____

VICK'S 200,000 is Guaranteed. Average for last five months OVER 228,000. _____

AGENTS GUIDE, New York. The leading agents' paper. Send for copy. _____

THE ADVERTISER'S GUIDE—Mailed free by STANLEY DAY, New Market, N. J. _____

VICK'S 300,000. Endorsed by Artemas Ward because he believes in the circulation. _____

"PUT IT IN THE POST." South Bend, Ind. Only morning paper in Northwest Ind. _____

VICK'S, 50 cts. per year, hence popularity. Advertisers guaranteed 300,000 or no pay! _____

VICK'S 200,000. Endorsed by Ensign, Morse, Thompson and others because it's proved. _____

MEDICAL BRIEF (St. Louis). Largest circulation of any medical journal in the world. _____

DEWEY'S Canada List (60 papers); adv. rates 30c. line. D. R. DEWEY, Hamilton, Can. _____

CIRCULARS mailed. \$1 a 1000. Write for particulars. G. A. JOHNSON, Winburne, Pa. _____

STENOGRAPHERS furnished without charge for my services. W. G. CHAFFEE, Oswego, N.Y. _____

\$1 BUYS one inch, four times, in Youngstown (O.) SUNDAY and WEEKLY NEWS. Try it. _____

VICK'S, 200,000. Endorsed and used by leading advertisers and agents. It brings RESULTS. _____

NEW HAVEN NEWS HAS LARGEST DELIVERED Circulation in the State of Connecticut _____

IT IS BIGGER — THE TERRE HAUTE EXPRESS—than any paper in Indiana outside Indianapolis. _____

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.
PATENTS FOR INVENTORS. Fifty-page book free. SAM'L C. FITZGERALD, 103 F St., Washington, D. C.

GAZETTE, Auburn, Me. Capital city. Growing population, 11,000. Prosperous locality. Only daily. A newspaper.

\$1.50 FOR 5 LINES 25 days. Display ads. 15c. per inch per day. ENTERPRISE, Brockton, Mass. Circ'n 6,500.

IT PAYS to advertise with **TIN SIGNS.** All newspapers use them. "Nuf ced." Samples free. **RONEMOUS & CO.,** Baltimore, Md.

ADVERTISERS—We mail thousands of catalogues and papers. Enclose slips for \$3.50 per 1,000. **AM. HOME PUB. CO.,** Bridgeport, Conn.

KANSAS is thoroughly covered by **THE KANSAS WEEKLY CAPITAL,** Topeka, Kan., the leading farm and family newspaper of the State.

OUR RATES are so low (10c) we can't buy a page ad. We prove 30,000 circ'n. Sample free. **ILLUSTRATED WEEKLY,** Topeka, Kansas.

THE PEOPLE'S ILLUSTRATED JOURNAL (monthly), New Orleans, La. A Southern family magazine, it reaches Sou'n homes. Adv'tise!

DIRECTORY PUBLISHERS, please send circulars and price list of your directories to U. S. ADDRESS CO., L. Box 1407, Bradford, McKean Co., Pa.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of Printers' Ink.

VICK'S MAGAZINE will send a fine picture of "The Headquarters of American Journalism," 22x38, on receipt of 10 cts. for postage and packing. 38 Times Building, N. Y.

"FRATERNITY MEANS SOMETHING." I control most of the leading Fraternity Journals in the U. S. Send for list and rates. Geo. S. Krantz (Special Agent), 102 W. 14th St., N.Y. City.

MANAGERS of Summer Resorts, Hotels, Schools, Colleges, will reach more residents of Southwest, of class able to give patronage, by advertising in New Orleans **PICAYUNE** than in any other way.

THE Eighth Annual Edition Co-operative Chart will be ready soon. Gives statements of all co-operative insurance associations. Mailed for 25 cents. Address **F. H. LEAVEN-WORTH PUBLISHING CO.,** Detroit, Mich.

NAMES—125,000 addresses of persons, mostly ladies, who have sent money in reply to ads. This is no copy, but the original list, arranged by towns and States, in 70 large volumes, and has never been sold. Full particulars by addressing "F. T.," care Carrier 40, Boston, Mass.

YOU OUGHT TO KNOW, YOU KNOW. If you don't know that the Galveston NEWS and the Dallas NEWS (publication offices 315 miles apart) are the mediums for covering the whole of Texas and adjoining territory. If you want to know all about it write **A. H. BELO & CO.,** Publishers, Dallas or Galveston, Tex.

DENVER, Colorado—Geo. P. Rowell & Co. of New York in their new **BOOK FOR ADVERTISERS** name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Denver the paper accorded this distinction is the **DENVER REPUBLICAN.**

JAPANESE PILE CURE—A Guaranteed Cure for Piles of whatever kind. External, Internal, Blind or Bleeding, Itching, Chronic, Recent or Hereditary. \$1.00 a box, 6 boxes \$5.00; sent by mail. A written guarantee positively given to each purchaser of 6 boxes to refund the \$5.00 paid if not cured. Guarantees issued only by **JOS. R. HOFFLIN, Druggist, Minneapolis, Minn.**

I GUARANTEE exceeding 1,000 circulation on **THE COLUMBIA DAILY REGISTER** and exceeding 3,500 on **THE WEEKLY REGISTER.** Rowell's 1892 Directory gives these papers a rating of only exceeding 800 each. Proper proof will be furnished to advertisers on demand. For rates and specimens, address **CHARLES A. CALVO, Jr.,** Columbia, S. C. Please make these corrections in your advertising directories.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICE :

No. 10 Spruce Street, New York.

Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, 75 cents a line; \$150 a page; one-half page, \$75; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices, Wants or For Sale, two lines or more, 75 cents a line. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, MAY 11, 1892.

THE editors and publishers of Delaware County, New York, at their meeting at Delhi, on Monday, May 2, most earnestly protested against the unfair, tyrannical and illegal treatment to which PRINTERS' INK has for four months been subjected. A clerk in the P. O. D. at Washington undertook to deal with a matter he did not understand, and Mr. Wanamaker lost his temper because his Department was justly criticized. The time of editorial conventions is now at hand, and PRINTERS' INK respectfully asks its friends among editors and publishers to look into the merits of this outrage and give expression to their opinions in words that cannot be misunderstood. If PRINTERS' INK has violated any law, that law needs only to be pointed out to secure respectful acquiescence. Mr. Victor E. Lawson, proprietor of the *Chicago Daily News*, says that the rulings of the Post-Office Department on the question of second-class postage "have for years been simply a mass of inconsistencies." The American Newspaper Publishers' Association at its last meeting appointed a committee to consider this very matter, and it is to be hoped that its example and that of the editors of Delaware County will bear much fruit at the newspaper conventions that are about to convene in almost every State of the Union.

"TAKE away your exactions from my people." Ezekiel, xlv., 9.—Motto of the *Progressive Farmer*, Mt. Vernon, Ill. (Devoted to the interests of the Farmers' Alliance.)

WITH extensive advertisers the cost of electros figures as an important item. A saving in the price of electrotypes is often attempted by adopting some cheaper style, though not always with satisfactory results. An advertiser who recently had occasion to have made some electrotypes of a one-line reading notice found that he could save money and get just as good blocks by having the work done by one of the new type-setting machines. The one-line reading notices, cast on a solid metal body, cost him 1 3-10 cents apiece, whereas if he had gone to an ordinary electrotypewriter he would have had to pay 4½ cents. The machine upon which this was done was the Linotype, the invention of Ottmar Mergenthaler. It performs the work of casting a line, or solid bar, with printing characters upon its face, being operated somewhat in the style of the typewriter. The finished metal blocks are known as logotypes.

MR. F. C. FARRINGTON, of Chicago, has set a good example to business men in writing to the Senators and Representatives from Illinois to ask that a law be framed which shall take it out of the power of post-office clerks to "hold up" a publisher—ruin his business—or plunder him financially, without explanation or reference to regulation or law. Mr. Farrington's letter, printed elsewhere in this issue, is a good model for other business men to adopt. The price of liberty is eternal vigilance. One of Mr. Farrington's Congressional correspondents writes from Washington: "The law ought to be sufficiently specific so that there could be left no very extended discretion on the part of any one individual, and I have thought from actual experience, being applied to often by persons publishing particular kinds of newspapers, etc., for help in trying to prevail upon the Postmaster-General to allow whatever paper it might be to go through the mails, that there certainly was too much discretion exercised by him and that it ought to be remedied. I know no reason why a law should not be passed defining exactly what should go through the mails as first-class or second-class, or any other class of mail matter, and at what rate of postage; so that there would be no general discretion used by the Postmaster-General, who is liable to use it arbitrarily, if not to say wrongfully."

A NEW journal called the *Golden News* is announced as the "recognized organ of the Keeley Institutes of America." It states that it has been officially recognized by Dr. Leslie E. Keeley, and that its aim is to further the interests of all the institutes as well as to benefit sufferers from narcotism. The question arises, now that curing drunkenness by the Keeley method has come to be a recognized business, what position will the Postmaster-General take in regard to granting the new paper entrance to the second-class mails?

MR. WANAMAKER must have been very much puzzled to decide whether or not the San Francisco *Examiner* for March 24 was a "legitimate newspaper." Yet he appears to have decided in the affirmative, for he has "permitted" its publishers to send out large quantities of this issue at second-class rates to non-subscribers. The *Examiner* on the date named issued a "Claims Bureau Edition," which some critical clerk in the Post-Office Department might have thought was devoted entirely to booming the business of a private enterprise in the form of a Bureau of Claims lately established by the *Examiner's* publishers. It is pretty hard to find a spot in the eight pages of closely set matter constituting this special edition that is not devoted to advocating the merits of the new claims bureau.

It would seem as though the law ought to be in such a shape that jurisdiction in these matters would lie entirely beyond the petty spites and friendships of good Mr. Wanamaker's clerks.

NO CENSOR-GENERAL.

A bill purporting to be in the interest of decency and morality, but in fact erecting a censorship of the most odious and unnecessary kind, has been pushed in at both ends of the Capitol. We refer to Mr. Henderson's House bill No. 120, and to Senator Dolph's Senate bill No. 2,834. They are one and the same thing.

Existing laws are amply sufficient to prevent the use of the United States mails for criminally immoral purposes. To make the Postmaster-General the judge of what is indecent and what is not, and what is immoral and what is not, and to equip him with the power to suppress all literature that does not commend itself to his notions and standards, would be a very dangerous experiment in this land and in this age. A fool or a bigot at the head of the Post-Office might create a vast deal of trouble and injustice; and a sharp tradesman in that post might easily use his censorship to his own advantage, if he happened at the same time to be running a bargain counter and to be trading extensively in third and fourth-class mail matter.

The courts are able to attend to this business without the assistance of a ridiculous and un-American Censor-General. — *N. Y. Sun*, May 3.

That is all very well, and true enough, doubtless, but the Postmaster-General is a press censor even now, and is doing exactly what the *Sun* suggests that "a fool or a bigot" at the head of the Post-Office might do. He suppresses PRINTERS' INK, but *Book News* still receives his fostering care.

A P. O. D. GRAVESTONE FROM IOWA.

4-25-92 -

by to inform you
the *Enterprise* is dead. on account
of being compelled to wait 3 mo. to
get a satisfactory answer from
the collector at Wash. D.C. we could
not afford to pay the postage and
had to quit business. sorry to have
caused you expense & inconvenience
but lack of funds compelled us to
quit business. will write you
more fully in a day or two
Respectfully
R. L. Fairbank

PRINTERS' INK is making a mortuary collection, and is thankful for authentic specimens.

WINDOW DRESSING.

By Henry Harman.

(Professional Window Dresser.)

Window dressing, as a method of attracting custom, is now recognized as being of the highest importance. In no department of store building or remodeling do we see a more marked change for the better than in the present highly-improved methods of constructing show windows. The store of 1892 has more than a plate-glass window, it has a plate-glass

dow dressers, like that of the best advertisers, is to do something that will cause people to talk. Excite the curiosity, the cupidity, the talk of the people and the admiration and patronage will surely come, as it has numberless times. To keep abreast of the times it is necessary for your windows to have your utmost attention by a constant change of displays similar to a moving panorama.

IDEAS FOR DISPLAYING DRY GOODS.

The principal object to attain is to dress your windows so they will at-



LINEN DISPLAY BY WECHSLER & ABRAHAM, BROOKLYN.

Group in the foreground represents a scene from the Courting of Miles Standish: "Why don't you speak for yourself, John?"

front. Formerly only dry goods houses made a study of window dressing, but now the practice extends through all branches of trade. It is beyond question that there are few things so attractive as a beautiful and artistically dressed show window. It is, perhaps, the cheapest advertisement that dealers may indulge in. Its real aims are to show the people what you keep to sell and the prices at which you sell. Around these all the various details center. Bear in mind that the principal object of the most successful win-

tract. The key to success is a fund of resource. To have only one way of placing a piece of calico, puffing a silk, or opening a ribbon, one particular spot in which to place a particular piece of dress fabric, is but a poor effort to a great end. By repetition of the same arrangement, day after day and year after year, the general public lose a chief point of interest. There must be a constant succession of novelty, even while continuously working from the same class of goods. In this line I will offer a variety of displays.

FOR A DRESS GOODS DISPLAY.

A ribbon effect may be formed to cover the entire ceiling and background in this manner: Hang two curtain poles within a few inches of window pane, each pole being hung from the other at about a distance of three feet, or according to height of window. Another curtain pole is hung across the back of window to correspond with the lower pole hung in front. Start by pinning the ends of ribbons to top pole, bringing them under the lower one, back over the pole suspended at back of window, allowing the ribbons to drape. Dress fabrics or goods of like character may be formed in cornucopia shape, placed in an upright position about three or four feet back from the window pane and three feet apart, in two rows, one row behind the other, three in the first and four in the second, having the forms of the first row standing in front of the spaces of the second row. If the window is a small one have but a single row, and that of but two forms, filling the spaces between with fancy fans or other suitable articles. The forms are made by taking uprights the desired height braced to heavy lumber and barrel hoops secured to the top. The goods is then taken and pinned in pleated folds around the hoops and gathered at the base. Trimmings or laces are festooned over the goods with buttons and gloves to match. Glove forms may be secured inside of hoops, holding a parasol or spray of flowers.

Another very pretty design is to arrange one or two rows formed in half circles, with the patterns shown in the shape of goblets. The same form is used, and in place of gathering the folds at the base gather them about half way and tie to upright, allowing the folds to drape gracefully, then draw tightly to base. Place a bunch of flowers from the top of each goblet. If sateens or challies are displayed, drape over a few yards of laces lengthwise.

Another way is to take off the hoops and nail a crosspiece on top of upright and bend a half hoop, which will form an arch. By pinning the material to hoop and gathering the folds at base it will resemble a fan.

"A world of dress goods" may be formed in this manner: Secure to the center of the floor an upright according to the height desired. Nail a circle to the top and bottom about the size you would judge the shoulder of the frame-

work will come to and fasten to upright. Another large circle is necessary, which will have to be made at a lumber mill, and secure to center of upright. Take thin strips which are pliable and nail to top and bottom over the circles, which will produce the desired effect. The framework is now ready to be displayed with a variety of dress patterns. A card should read:

WE HAVE A WORLD'S SUPPLY
OF
SPRING DRESS PATTERNS
AT
FAIR PRICES.

For a spring opening, a window of dress fabrics displayed on the cornucopia order, arranged in some special design, will make an elaborate display. The forms may be constructed in various sizes. Take the center of window and build a platform from three to five feet square and about four feet in height. Drape the front and sides of platform in this manner: Nail on half-barrel hoops and from each hoop pin on a pattern and gather the folds at floor and tie with ribbon. In the center of platform nail an upright according to the height of window and secure to the top a large hoop. This will enable you to display several patterns by pinning around hoop and gathering all folds at base. Fill the top with plants and flowers. At each corner of platform nail an upright with hoop and form the goblet design. Fill goblets with flowers. The spaces between patterns arranged around base of platform fill in with fans. If there is any space open in the background and room will permit, fill in with patterns on each side similar as described around base of platform, otherwise merely drape in plain folds. The floor of the window fill in with a mirror on each side of platform, to represent a lake within a few inches of window pane, and bank up with Nile green material. On each mirror place a swan, as described for Easter; water-lilies may be introduced. The floor arrangement may be shown if the dresser desires, or according to the size of window.

A solid window of laces and embroideries may be shown in this manner: Arrange a number of steps built up from boxes and planks. Display your laces wound around cardboard formed in the shape of cones, pinning on blue cambric as a foundation. On

the top of each cone display a fan. The spaces between fill up with embroideries. In the center of window place a column and arrange laces in a spiral manner. From the top of column pin on laces, festooned around the entire window to form a canopy. The floor fill in with embroideries.

IDEAS FOR DISPLAYING SHOES.

In dressing shoe windows I think it best to make it a point to exhibit the greatest number of styles without overcrowding the windows, and to have some particular color, so to speak, for the entire display. Too many colors attract attention to the dressing of the window and detract from the display of shoes. I also say that the mere changing position of shoes is not sufficient, but each time you dress a window change it in such a manner that the people will notice it. Paper flowers, vines and tropical plants set the shoes off to excellent advantage.

It is impossible to show shoes to advantage unless there is a background, which is now generally used in the shape of mirrors and plushes; but this is not necessary, as cheese cloth may be procured and draped into any number of effects. Tissue paper may also be used for the same purpose by making a framework of light strips, the entire length of window covered over with cloth and the paper pinned on irregular so as to form wavy effects. Crushed tissue paper makes up the best effect. This is done by merely crushing the paper in the hand. Gold paint, touched up here and there, will add to the make-up.

A pretty display, "The Incoming of Spring," may be arranged thus: Take cheese cloth or paper of a Nile green or delicate violet tint and cover the side wall and background with the same material. Fill in the floor with the same material or bank up sod and arrange a spring from rocks. Display stands and shoes may be distributed throughout the window. Another way is to place a large mirror on the floor and bank up the sides. Place a shoe on the glass with a figure doll seated in the shoe top drawn by miniature toy swans. Plants, flowers, etc., may be arranged as desired. Display a card to read: "The spring has come, so look at our shoes that have just sprung."

Varied colored cheese cloth or tissue paper may be used throughout the season, according to the fancy colors that will be worn. This will make a very

handsome and tempting attraction for the general public.

IDEAS FOR DISPLAYING MEN'S FURNISHINGS.

The most effective window displays for furnishings is to arrange a unit, composed of as many articles as the taste of the dresser may dictate, and to repeat this unit to fill one or more bars, or the entire window.

In dressing a window for the purpose of getting as much show as possible with a few goods, I would suggest that an appropriate ceiling and background of one certain shade be arranged from cheese cloth. This may be done by tacking the material around the entire edge of window pane and brought to back of window. Floral decorations consisting of trailing vines, pots of tropical plants and hanging baskets may be made especially attractive distributed throughout the window. Make up price-tickets same color as scarfs.

The arrangement of a spring display may be made up as follows: Form a ceiling effect and background with a violet or Nile green cheese cloth. (Where there are no display fixtures form arches of high strips of lumber, starting near the window pane and gradually incline towards the back.) Cover the floor with same material and introduce Spring by a doll figure seated in a chariot drawn by scarfs made up as butterflies. This is as follows: Take a small wooden box and tack on pasteboard curved in shape to the front part; then cover over entire box with gold paper, edging it with flowers. The wheels are made of barrel hoops, covered over with silk handkerchiefs. At some distance from the chariot secure a number of scarfs at intervals apart to the floor of the window by inserting stout wire into the skirts. On each side of the body attach a small wing made of tissue paper or pasteboard cut to shape, which may be outlined with gold paint. Insert two gilt scarf pins into the head to represent the eyes, and around the neck of each scarf attach ribbons which represent the reins held by figure seated in the chariot. Floral decorations may be introduced throughout the window.

"DOCTOR," said the dying editor, "I have one last favor to ask of you."

"Name it," said the doctor.

"I want you to attend the editor of the other paper!"—*Atlantic Constitution*.

WINDOW DISPLAYS.

By T. Pliny Moran.

(With Robinson, Parker & Co., Washington.)

As an advertising medium for a retail establishment a good window display is second only to newspaper space.

By a good window display I do not mean a miscellaneous lot of merchandise jumbled together indiscriminately, but something original, something which will attract the attention and cause people to stop for a closer inspection. It is not at all necessary that the display should be of merchandise; in fact the most attractive window exhibits I ever saw had nothing in them to indicate the nature of the business of the establishment, but it is a good plan, when you have a special exhibit, to have in the adjoining window a tastefully arranged display of merchandise.

It is not always the most expensive or elaborate exhibit which attracts the most attention. The most attractive display I have ever seen was very simple and inexpensive, costing less than \$10 actual outlay. It was a representation of a coasting scene, and can be easily constructed in any window of twelve or fourteen feet in width, the wider the better, as the wider it is the longer slide you can have.

You first build an incline about two feet from the front, to extend nearly across the window; it should be about four or five feet high at one end, and at the point where it touches the floor there should be an opening or trap door about two feet square and a corresponding one at the other end.

Paint the top of the incline white and fill in the space in front and at the ends with cotton batting plentifully sprinkled with diamond dust to represent snow. Put in the necessary pulleys and an endless belt, to which is fastened a sled with a dummy of a boy upon it in the position called "belly-whopper"; attach a small electric motor, and the sled will slide down the incline as naturally as on a snow-covered hill, will disappear through the trap door and the belt will bring it up again at the other end as regularly as clock-work.

The pulleys, belting, shafting and motor can be hired at small expense from any electrical supply company, and the cost of the other items is insignificant.

This is only one of many ways in which you can make your windows

attractive, and no matter what your exhibit may be you will find that anything animate in the window will more than double the attraction and cause people to comment upon it, all of which is good advertising, for if you get people to talking about you they will sooner or later remember you when in need of goods in your line.

WINDOW DRESSING.

By R. W. Jennings.

(With Mandel Bros., Chicago.)

Two or three pages of **PRINTERS' INK** could be filled with "ideas" about window dressing, but if anything of a practical nature was said you would find when your "chaff was winnowed" the grains would be

"Solid display."

"Don't crowd."

What is meant by the first, goods of one kind, or color; by the second, don't use ten dozen when five dozen would do better. A window in Mandel Brothers the other day was entirely of

Red Fans,
Red Parasols,
Red Belts,
Red Pocketbooks.

The sign read:

Any Color so its Red.

That window served its purpose tenfold quicker, better, and excited more comment than any old-fashioned ponderous idea, of trying to put your whole store in the window, as they do in London and some points nearer home.

Change often. No matter if you have nothing new, work up the same goods in a different manner, *but change*.

The Brooklyn Bridge, Bunker Hill, and any other land-marks are all right where they are. Don't reproduce them for a gaping crowd. A crowd of that sort is not made up of buyers, and the advertising you get from it is of the sensational, which is always of a negative sort.

Never use questionable taste to secure an end.

A large and influential house here, during the week preceding Easter, used a large white cross, which symbolizes the most terrible of all human

tragedies, and draped it with men's neckwear. After that one would not have wondered to see a rival house picture the Last Supper and dressed the disciples' necks with "Bond St. Blue" neckwear. But we were spared any further painful exhibition and were thankful.

CATARRH ADVERTISING CORRALLED.

The Chicago *Sunday Herald* gives currency to the statement that Dr. W. H. Copeland, the man who cures your catarrh and prints your picture in the local paper for a lump sum to be mutually agreed on, has contracted with Remington Brothers, the Pittsburgh, Pa., advertising agency, to invest \$4,000,000 in newspaper advertising within the next five years. Dr. Copeland agrees to place every line of the Copeland System advertising through this house, and binds himself to, under no circumstances, directly or indirectly, place advertising either direct or through any other agency.

A FORCED JOURNEY.

A gentleman who takes a good deal of interest in the case of PRINTERS' INK, writes as follows:

April 22, 1892.

I have just had a visit from an old friend. He returned from Washington a few days ago. He went there to ask that he might be permitted to have his office of publication in New York while having his paper mailed from the printing office in an inland town. The Department granted his request on condition that he called the office of publication—but, but could add New York office so-and-so. He saw General Hazen, who told him of your case, and said the Department was drawing the line particularly tight at present on second-class matter. He said you had been beaten in every case up to the Attorney-General, where the matter was now on appeal. They are confident the decision will be against you, as otherwise the result would bring about no end of confusion and embarrassment.

This pointer is given you sub rosa. I enclose my check for one dollar, that you may have at least one bona-fide subscriber.

A sad illustration of the difficulty of getting information from the P. O. D. This man makes a *journey* to Washington to get an answer to a simple question that it ought to have been possible to ask and have answered by telegraph.

"He went there to ask that he *might be permitted*." "The Department granted his request." Is it a good thing, this compelling citizens to make

journeys, and obtaining as a favor what ought to be had as a *right* or not at all?

When Hazen excluded PRINTERS' INK from the mails, he said it was by the advice of the Assistant Attorney-General, but Judge Tyner says that the case was *not* presented to him. If Hazen now says that the case is now before the Attorney-General, he is probably just as truthful as before, and no more so.

VERACITY IN THE P. O. D.

Wanamaker thinks it a small question! Has Hazen adopted the same view?

Mr. Wanamaker spoke of dismissing these men upon a very small question—the question of veracity. The unimportant character of veracity to Mr. Wanamaker appears to be illustrated by many facts which have been developed regarding him since he became Postmaster-General. He not only seems to have little regard for truth in many of his statements, but his processes of reasoning are of that peculiarly turbid and "mussy" character which makes me doubt whether he understands himself the difference between fact and imagination.

Wanamaker is something more than incompetent. He is ridiculous, and his retention in office after his proved irregularities and incompetence is discreditable. He has perpetuated the system of removals on secret charges, preferred by unknown accusers, without opportunity for defense, denial, or explanation. This is a system worthy of the times of Philip II. and the Spanish Inquisition.—*From an interview with William Dudley Foulke, of Indiana, in a New York Daily of May 3d.*

The two statements printed below illustrate Mr. Wanamaker's influence on his third assistant.

HAZEN'S STATEMENT.

In his letter to the Postmaster of New York, ordering the exclusion of PRINTERS' INK from the mails as second-class matter, A. D. Hazen, 3d Asst. P. M. General, said: "*The Assistant Attorney-General for the Department, after a full and careful examination of the case, has rendered an opinion that the publication is not entitled to the privileges of second-class mail matter.*"

JUDGE TYNER'S STATEMENT.

The Assistant Attorney-General for the Department is Hon. J. N. Tyner, and at a hearing before him in Washington, March 4th and 5th, Judge Tyner said, in a pronounced manner, that he *knew nothing about the case*; that IT HAD NOT BEEN BEFORE HIM.

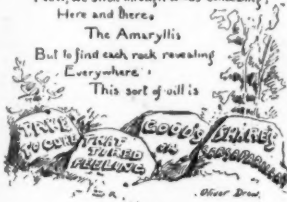


Now, on balmy zephyrs warm, floats
Breath of Spring,
Uncommon sweet,
Now, off Coney Island, swarm boats
Advertising
In a fleet



Now, we stroll through woods concealing,
Here and there

The Amaryllis
But to find each rock revealing
Everywhere,
This sort of oil is



FRAME A NEW LAW.

THE SANITARY APPLIANCE & ELECTRIC CO
(Incorporated),
F. C. FARRINGTON, President & Treasurer,
199 South Clark St., Office Room 3,
CHICAGO, April 28, 1892.

Editor of PRINTERS' INK:

DEAR SIR—Regarding the P. I. controversy, I have written Senators and Representatives from Illinois a strong letter for a better law regarding 2d class matter. I herewith enclose you a letter written to A. C. D., and they are all on about the same scale. It will show you my thoughts have been silently thinking since the first of the trouble. What I dislike is the fact that that the P. O. D. can throw anything out at will that pleases them or suits their convenience. A publisher with a small capital could and would be ruined. If you meet with success the entire press of the country will be, more or less, indebted to you for the fight. F. C. FARRINGTON.

CHICAGO, April 28, 1892.

Hon. A. C. Durborrow, Washington, D. C.:

DEAR SIR—I have recently written Senators Cullom and Palmer, also Representative McGann on the subject of the controversy between the P. O. Department and Geo. P. Rowell & Co., publishers PRINTERS' INK, New York city. I am of the opinion that a new law, more complete and to the point, should be enacted regarding the 2d class rates of postage. As the law now stands, any publisher is liable to be deprived of the 2d class rates and regulations, at the will or caprice of those in authority at the Postmaster-General's office. There is no class paper published held in higher esteem by publishers of newspapers and advertising men generally than PRINTERS' INK. I may also state that any merchant who advertises (and who don't?) is thoroughly interested in the

publication now deprived of its legal rights by the P. O. D., in my judgment, and by many others who understand the controversy thoroughly. A law framed so that it leaves the P. M. G. entire discretion as to whether a publication shall or shall not enjoy the 2d class rates is entirely wrong. The N. Y. World or the Chicago Herald is at their mercy (the P. O. D's), providing they had the nerve to refuse to admit them as 2d class matter. This may be a little overdrawn, but nevertheless a self-evident fact. In the name of law and liberty, I call upon you to exert your influence in favor of a law that is just—a law that shall abrogate the arbitrary power of the P. M. G. as it now stands. No one man should completely hold the press of this country in the palm of his hand, so to speak. I have taken the liberty to ask Geo. P. Rowell & Co. to forward to you direct matter bearing on this important legislation. Whatever law is enacted should be so framed that it will be impossible for any "one man" power to "hold up" a publisher—ruin his business—or plunder him financially. In the name of fairness and justice I earnestly request you to look into this subject thoroughly and impartially. As the law now stands it accords the P. O. D. what might be termed rightly a "special privilege." F. C. FARRINGTON.

CIRCULARS, &c., distributed. Reliable. References. WM. GUFFIN, 264 S. East, Ind p'ta, Ind.

NOSTRAND'S FASHION LIST. 11 Leaders. Ask rate. F. W. NOSTRAND, Tribune Bldg, N.Y.

NOVELTIES for Publishers and Novelty Dealers. P. O. Box 306, Boston. Send for Catalogue.

AGENTS' NAMES. New Ones. 1000 for 25c. Western Mail Agency, St. Louis, Mo.

GIBB BROS. & MORAN, N. Y. PRINTERS
45-51 Rose St., N. Y.

PIANOS, ORGANS, in exchange for space. Dan'l F. Beatty, Wash'gton, N. J.

PATENTS W. T. FITZGERALD, Washington, D. C. 44-page Book FREE.

BOSTON. I manage adv. for Pray & Co., Dyer, Rice & Co., etc. Other such clients wanted. A. E. SPROUL, 658 Wash'ton St.

WOOD ENGRAVING PETRI & PELS
SEND FOR CATALOGUE NEW YORK.

San Francisco Bulletin
Largest evening circulation in California.
High character, pure tone, family newspaper.

PUBLIC OPINION Always pays Advertisers.
Washington. New York.

\$1.00 Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIATION, Columbus, O.

THE EVENING JOURNAL,
JERSEY CITY, N. J. Circulation, 15,500.
Advertisers say it pays.

\$1.35 WE will engrave a copper plate and print 100 visiting cards for \$1.35. Postage prepaid. Satisfaction guaranteed. BELLMAN BROS., Toledo, O. Samples, 4c.

THE PEN THAT IS MIGHTIER
THAN THE SWORD
SPENCERIAN!!!

Do You Want Agents? I have sent so far to 3,000 post-offices for the names of Agents for my own use. Send for particulars. J. SMEAD, Vineland, N. J.

MY Cartoon-Portrait proposition will interest every live editor and please the most economical. Proof free. CHAS. W. HARPER, Columbus, O.

San Francisco Call.

Established 1853.
Daily, 56,759—Sunday, 61,861.
*The Leading Newspaper of the Pacific Coast
in Circulation, Character and Influence.*

"WHEN" A RARE BOOK FOR MEN.

10 Cents Silver
Or Six 2 Cent Stamps
Mailed Secure.
P. O. Box 108. NEW HAVEN, CONN.

\$30.00 Per Day our agents make taking advertisements from leading firms for our "Guest Call" which is put into hotels FREE. Write for an agency. You don't need experience to make big money working for the Electric Guest Call Company, Minneapolis, Minnesota.

AN OFFICE TO LET

IN THE ROWELL BUILDING, 10 SPRUCE STREET, NEW YORK.
22 x 22. Up 2 flights. Excellent light.
Rent \$400 per year, including steam heat.

For Rates on Street Car Advertising

in Binghamton, Syracuse, Auburn or Jamestown, N. Y., and Scranton, Pa., address EUREKA ADVERTISING AGENCY, Binghamton, N. Y. Lesses of all lines in above cities. A total of 330 cars. M. WINEBURGH, Times Bldg., New York, Sole Agent for New York, Philadelphia, Boston and Pittsburgh.

To Those Who Don't Know:

I write ads; don't draw them. Haven't a picture gallery, and don't send samples around for people to choose from. What you get from me is strictly original, and for yourself alone. You pay only for what you get. E. A. WHEATLEY, Chicago, Ill.

Journal Printing Co.'s List.

Ogden (Ill.) Journal 495
Philian (Ill.) Herald 250
Ogden Circular Agency 500
KLEEG'S SUBSCRIPTION AGENCY.
Subscription rates at agents' prices wanted.

**How to Make RUBBER STAMPS.**

Use Latest Improved Process and a New York Vulcanizer. Circulars free. BARTON MFG. CO., 338 Broadway, New York.

Dodd's Advertising Agency, Boston, or **World Bldg N. Y. City.**
Send for Estimate.
RELIABLE DEALING CAREFUL SERVICE.
LOW ESTIMATES

RATES **R**OWELL'S
IGID, yet by
EASONABLE **R**ATING

in the New Volume of

American Newspaper Directory

Applies to All Advertising in

**Free on Application.**

We should be pleased to mail to any address a copy of our

HANDBOOK OF**Newspaper Advertising, 1892,**

just issued, containing conveniently arranged lists of the leading newspapers and magazines, Agricultural, Religious, Daily, Sunday and Weekly and Class publications. We are confident this book will be appreciated by advertisers.



J. L. STACK & CO.,
Pioneer Press Building,
St. Paul, Minn.

Advertising Clocks.

LARGE SIZE.
Handsome appearance.

Warranted.

Good. Suitable for Clothiers, Newspapers, and any special brand goods. Write for Illustrated Price List or any information.

Baird Clock Co.

Plattsburgh, N. Y.

Present Rates

IN THE

NATIONAL**STOCKMAN AND FARMER**

PITTSBURGH, PA.,
AND BUFFALO, N. Y.,

can be secured only by those

whose orders are booked

by May 20, 1892.

A Rush of Business

**COMPELS AN
ADVANCE IN RATES.**

See It Grow.

April 15th, the subscription list of **SUCCESS WITH FLOWERS** was 41,668; entirely devoted to Floriculture; **SUCCESS WITH FLOWERS** is destined for a great national circulation. The first edition for May will be 60,000 copies. Published by

THE DINGEE & CONARD CO.,
WEST GROVE, PA.



HOW IT HAPPENED! A year ago I was a tramp—a dirty, ragged beggar—to-day I live in affluence—and ease. You look surprised! Listen!—It's a story soon told. I advertise in the best of mediums.

THE AMERICAN School Board Journal
New York, Chicago.
Big results for little money.

THE NEW YORK LEDGER

The Great National Illustrated Family Journal of America. A Weekly Magazine of the Highest Class. THE Medium for Reaching the Best Families in Every Town and County in the United States.

ROBERT BONNER'S SONS, Publishers, Spruce and William Sts., New York.

The Christian Advocate.

Official weekly metropolitan newspaper of "The Methodist Episcopal Church." Circulation over 50,000 guaranteed. We invite correspondence from advertisers who would like to reach our people, and whose advertisements would be appropriate for a religious family journal. Address

HUNT & EATON, Publishers, 150 Fifth Ave., Cor. 20th St., New York.

TESTIMONIAL OF ENOCH MORGAN'S SONS CO., PROPRIETORS OF "SAPOLIO."

CHICAGO NEWSPAPER UNION:

Dear Sirs—We have used your lists; have been satisfied with the service; believe that the co-operative system is very valuable advertising, and expect to use it again.

Yours truly,

ENOCH MORGAN'S SONS CO. (WARD).

For Catalogue of **THE CHICAGO NEWSPAPER UNION** address
93 So. Jefferson St., CHICAGO, ILL., or 10 Spruce St., NEW YORK.

Why Is It?--That

FARM-POULTRY

HAS A CIRCULATION OF OVER 25,000 MONTHLY?

Why, secure more permanent business every succeeding issue! Why have old experienced advertisers continued in it since it was founded and frequently use a whole page at a time!

ANSWER: It pays advertisers; it will pay any one who wishes to reach families in the suburbs of large towns, villages and live farmers who have money, and spend it for reliable goods. No others need apply. Over one-half of our readers are women; heads of families.

FOR SAMPLE COPY AND RATES, ADDRESS

I. S. JOHNSON & CO., 22 Custom House St., Boston, Mass.

To Attempt the Impossible—

is it wise? It is not "good business," surely. What sort of people are they who do it? To write a good advertisement of an unworthy article is impossible for us. We won't try to. If your trade has merit—that's a different thing.

The advertisements we write may not please you. But if they bring you customers, what then?

THE ROBINSON-BAKER ADVERTISING BUREAU,
107, Pulitzer Building, New York.

For a stamp—"Our Idea Of It."

HOME-MAKER MAGAZINE; new management, the only organ of the "Woman's Federated Clubs," the strongest organization of influential women known. Send for copy the new HOME-MAKER and advertising rates. 44 E. 14th St., N. Y.

The Evening Wisconsin.

THE MILWAUKEE EVENING WISCONSIN is compelled to use two Perfecting Presses to print its daily circulation, one press being sufficient to print the circulation of every other Milwaukee daily paper, and it is all they have. CHAS. H. EDDY, Eastern Agent, 10 Spruce St., New York. CRAMER, AIKENS & CRAMER, Milwaukee, Wis.

OUT-DOOR DISPLAY.

The GUNNING COMPANY'S Art Advertising Service;

THE WORLD'S FAIR BULLETINS

throughout Chicago are an advanced idea and a grand success. Write for estimates on a demonstration before

A MILLION READERS A DAY.

THE R. J. GUNNING CO., Advertisers, Gunning Bldg., Chicago.

TO PUBLISHERS!

THE STANDARD authority in Great Britain, on newspapers issued anywhere, is SELL'S DICTIONARY OF THE WORLD'S PRESS AND ADVERTISERS' REFERENCE BOOK, published yearly by SELL'S ADVERTISING COMPANY, Limited, of London (Mr. Henry Sell, manager), an incorporated company of most excellent standing and resources, and admitted to handle the most profitable advertising in Europe.

THE REPUTATION of the book in Great Britain is such that it is recognized by eminent heads of Government, and it has the greatest possible weight with European advertisers. The great journals of Europe, of which we read so much, are glad to be regular patrons of its advertising pages.

IT GIVES newspaper data covering every country on the globe, but particularly full lists regarding all the better papers in the United States and Canada are given, a CHOICE SECTION of the volume being devoted to them. It is in this choice section that ambitious American publishers should secure

A PERSONAL INTEREST!

Readers of PRINTERS' INK know how far forward British-American advertising interests have gone. They know the proportions which advertising in American papers on behalf of British advertisers is assuming.

HOW CAN YOU GET YOUR SHARE?

The one way of putting yourself right before the British advertiser is by an advertisement in SELL'S volume. Well-known as you may be here, British advertisers are at sea about you. Suppose you wanted to advertise in papers issued in Great Britain? Even if you were an advertising man, would you have really practical guides regarding British papers? You would necessarily have to examine (as many advertisers and agents here do) SELL'S DICTIONARY OF THE WORLD'S PRESS for what you want. And it is just so with the British regarding American papers. See the point?

• HERE IS YOUR CHANCE:

SO FAR as the space will allow, orders from American papers for advertisements in the next edition of SELL'S DICTIONARY OF THE WORLD'S PRESS (WORLD'S FAIR ISSUE) WILL BE TAKEN at regular rates (1 page \$80; ½ page \$50; ¼ page \$30), PAYABLE IN ADVISING TO BE INSERTED IN YOUR PAPER (at cash rates, net). Approved cuts admitted. Size of type page 4x7 inches. Speak for space promptly.

FIRST COME, BEST SERVED!

ADDRESS

WM. WATTENBERG,
SPECIAL AGENT, NEW YORK.

*"Confidence
is a plant of
slow growth."*

IN THE advertising world, where so many promises are made regarding circulation, paying results and lowest rates, it is a wonder if confidence ever becomes a plant of any growth at all. It is not until papers are established and tried as by fire and proven to be what they claim, that confidence is ever established. It is said that a man gains nothing by shirking, and we have always, in a quiet way, told the exact truth. There are many other papers that pay advertisers; but with one million copies mailed every month, our List is sure to pay as well in summer as in winter. Our circulation is safe, sure, steadfast. The advertising public has confidence both in our statements and our List.

Specimen copies and circulars sent on application.

VICKERY AND HILL,
AUGUSTA, MAINE.

Space
to
let:
Advertise.
Don't
you
fret,
Get the prize.

This
the
way:
Religious List.
It
will
pay
If you wist

How it's done:

**Put
Them
On
Your
List**

We know something of how it should be done in our papers.



Sunday School Times.
PHILADELPHIA.
Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger
Episcopal Recorder.
Christian Instructor.
Christian Recorder.
Lutheran.
Presbyterian Observer.

Over 250,000 Copies
Religious Press
Association
Phila

News and Times,

**DAYTON,
OHIO.**

With a combined circulation of **14,000** daily, thoroughly cover Southwestern Ohio outside Cincinnati.

Morning Times, - 4,500 Daily.

Evening News, - 9,500 "

Weekly Times-News, 4,500 Weekly.

As aids in reaching the homes of that section, advertisers find them invaluable.

"A word to the wise."

Particulars, prices, papers,
at the home office, or of

H. D. LaCOSTE,
38 Park Row,
New York.

The Rural New-Yorker brings me MORE INQUIRIES than nearly all the others put together. It seems that every letter that refers to any paper mentions The Rural New-Yorker.

P. C. LEWIS, Catskill, N. Y.

The Rural New-Yorker is THE ONLY FARM PAPER THAT PAYS us, and the only one we use now. Run the "ad" another year.

ST. JOHNSVILLE AGRICULTURAL WORKS,
St. Johnsville, N. Y.

RESULTS TEST ADVERTISING.

THE RURAL PUBLISHING CO.,
Times Building, New York.

Allen's Lists

fitly typify John Howard Paine's grand sentiment:

"There's no place like home."

and there's no home into which the fireside philosophy of these popular publications doesn't penetrate.

It is Reasonable

that an average of five (5) people read each of the home-going monthlies comprising Allen's Lists:

Then it's True

that a number equal to every man, woman and child in this great country of ours will be reached by Allen's Lists during 1892.

We printed and mailed 12,155,476 copies for the year ending March 30, 1892.

Circulation Specially Proved.

Results Definitely Located.

No Glittering Generalities.

Advertisers: There's a moral in this for you. Reach the great mass of home people throughout America; don't miss it. Allen's Lists "will provide the way."

E. C. ALLEN & CO.,

Augusta, Maine.

HOW MANY ARE 600,000

The guaranteed issue of the September, '92,

MAYFLOWER?

Count ten hours every day and you will be 40 days in finding out.

Have you secured space?

The Mayflower, E. C. VICK, Floral Park, N. Y.
Advertising Manager.

The Pulpit.

A Monthly Magazine of Sermons.

Here is a farce! In America there are 70,000 ministers. *The Pulpit's* mission is with these 70,000 mainly, although what we lose of the 70,000 we hope to gain in the support of leading church people.

During the year we aim to reach every minister with at least one copy of *The Pulpit*. This is what will become of one-half of each edition. The subscribers will get the other half.

We want the advertisements of those who have something to say to the clergy and representative laymen, and through them to the churches all over the country. We do not intend to lend the advantage of our circulation to further the business of those who trade on the credulity of men and women.

If you want good advertising—if you want to reach an intelligent, well-to-do constituency—you can't afford to ignore *The Pulpit*.

Specimen copy and rates upon application.

EDWIN ROSE, Publisher,

41-43 Franklin St.,

BUFFALO, N. Y.

Wanted

Advertisements for Printers' Ink.

It begins to be rather apparent that PRINTERS' INK will have to pay third-class postage during the remainder of Mr. Wanamaker's administration as Postmaster-General. The Post-Office Department not being able to give any reason which will hold water why PRINTERS' INK was originally excluded from the mails, it naturally becomes very difficult to find a pretext for re-admitting it.

Notwithstanding this, the publishers of PRINTERS' INK having promised its advertising patrons that its circulation for no issue of 1892 shall be less than 50,000 copies, they will redeem that promise.

The average edition of PRINTERS' INK for fifteen issues in 1892, already printed, has been 54,840.

Now, inasmuch as it is possible to add to the size of PRINTERS' INK without increasing the cost of postage at third-class rates, that is, inasmuch as it may weigh two full ounces and still be sent for a cent, it would seem to be advisable to increase the size of the paper to about 40 pages, with a view of recouping its publishers somewhat for the swindle perpetrated by good Mr. Wanamaker.

Being determined to fulfill our contract with every subscriber, we are anxious to make PRINTERS' INK a forty-page paper instead of thirty-two or twenty-four pages, as heretofore, and with this view we specially solicit advertising patronage.

For the purpose of offering some consideration for an order sent at this time, we agree to immediately send an exchange advertisement, to be inserted in full payment for any order accepted by us amounting to \$150 or more—the exchange advertising to be done at cash rates without any demand on our part for an agent's commission. Address

PRINTERS' INK,

10 Spruce St., New York.

IN making your estimates for advertising, don't forget street cars if you want to be "**in the swim.**"

This kind of advertising appeals to all classes; is the cheapest for circulation covered of any known medium, and knows no morning, noon, nor evening editions, but, like the brook, it "**goes on forever.**"

You, of course, wish it attended to by a concern who will do it right.

CARLETON & KISSAM

at present control over **5,000 FULL-TIME** cars in principal cities, all equipped with the Patent Concave Rack, giving uniformity of display.

For Rates, Folders, etc., address

CARLETON & KISSAM.

PRINCIPAL OFFICES:

50 BROMFIELD STREET, BOSTON, MASS.;
TIMES BUILDING, NEW YORK.

BRANCH OFFICES:

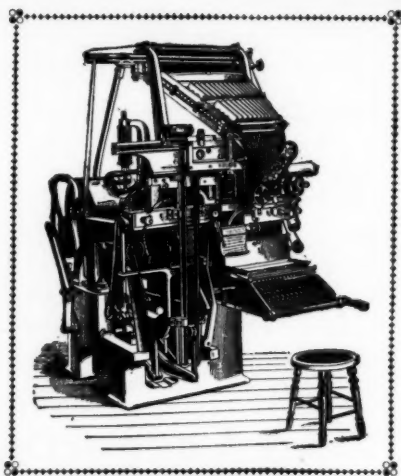
Chicago, Providence, Rochester, Buffalo, Newark,
Columbus, St. Paul, Cincinnati and Minneapolis.



At the end of the month and you'll find that no paper on your list produces more satisfactory results than THE ADVERTISER. The Reason is Plain. A Home Circulation is the kind that Tells. Look us up in your own way and apply any test you like.

THE ADVERTISER,
29 PARK ROW, N. Y.

JOHN A. COCKERILL, EDITOR.
CHARLES E. HASBROOK, PUBLISHER.

**THE LINOTYPE.**

The most marvelous machine ever invented for a newspaper establishment. It performs all the duties of a compositor in "sticking" type, and transcends the functions of the type foundry by casting full lines ready for the form.

Half a dozen of the machines were introduced in the office of the

Troy Press

over a year ago, and to-day the PRESS is printed from brand-new type every day, ranking it second among the handsomest newspapers in America.

The Troy Press

is one of the newsiest, cleanest and most popular Family Newspapers printed. It is progressive, indomitable, outspoken and a leader.

Sample copies and full advertising rates furnished on application.

H. O'R. TUCKER, Troy, N. Y.

The Keystone List

OF OVER

150 NEWSPAPERS

OF THE BETTER CLASS.

IT IS NOT A NEW LIST;

most of the papers have been established many years, and some more than half a century. *They have influence.*

There are about forty German papers on the List.

Over eighty per cent of the newspapers are either published at county seats or are the only papers in their towns.

Rates, 75c. per agate line for the entire List, each insertion.

THIS LIST PAYS.

OFFICE OF PEARL TYPEWRITER CO.,
28 & 30 No. Moore St., N. Y.

NEW YORK CITY, Feb'y 4, '92.

Mr. B. L. CRANS: Dear Sir—We are getting excellent returns from your Keystone List: in fact, it has paid us better than any other list we have used thus far. Advertising does pay! Later on see me, and I shall advertise with you again. Yours very respectfully,
PEARL TYPEWRITER CO., GEO. H. ENGLEHORN, Manager.

The advertisement referred to was inserted twice, fourteen-line space, and cost \$21, and the order has since been repeated, the advertiser using a larger space.

SELECT STATE LIST

For check with order, you may insert a **one-inch** advertisement, **one month**, in any ten or more **daily** or **weekly** newspapers of your own selection in the States named, as catalogued at **one-half** the publishers' schedule prices.

A list of the papers will be sent on application.

B. L. CRANS,

10 Spruce St., New York City.

10 CENTS A DAY A one-inch advertisement inserted **ONE MONTH** in **50 Daily Newspapers** at \$3 per paper, and the weeklies included gratis. Send for this list. **B. L. CRANS, 10 Spruce St., N. Y.**

This advertisement occupies fourteen lines space (one inch). An advertisement occupying the same space will be inserted one week in the **entire KEYSTONE LIST** for \$10.50, four weeks for \$33.60.

This advertisement occupies six lines space. An advertisement occupying the same space will be inserted one week in the **entire KEYSTONE LIST** for \$4.50, four weeks for \$14.40.

All advertisements appear in good positions—any desired space may be used. Liberal discounts for time and space allowed. Send copy of your advertisement, and estimates will be sent by return mail. The List will be mailed on application.

B. L. CRANS, - 10 Spruce St., New York.

Effective advertisements prepared. Estimates furnished for all newspapers in the United States and Canada.

Chapter Six.

THE CHICAGO
Daily Globe.

(See last week.)

WHY NOT?

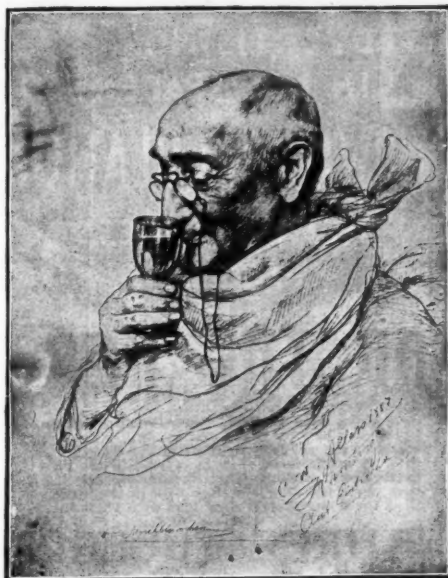
A newspaper ably backed by all the money necessary for any need it may feel, and manned by the brightest lot of newspaper men that money can secure, and published in the second city of the United States, *ought* to have a large circulation. There is no excuse why it should not have

40,000 Circulation Daily and
56,000 Circulation Sunday.

This is a presidential election year. Next year is the World's Columbian Exposition. Both events will naturally cause an enormous increase in the circulation of THE CHICAGO GLOBE. It has increased 20,000 copies during the last 18 months, with no local causes to boom it. Its rates to-day are 15c. a line, with discounts for time contracts. Does this not look like a bargain to you? The rates will not always stay at 15c. Let me figure with you now.

FRANK S. GRAY,
GENERAL EASTERN AGENT,
New York.

ADVERTISERS ARE ALWAYS



Well Pleased WITH THE RESULTS FROM THE CLEVELAND WORLD

OVER **A MILLION A MONTH,**

INCLUDING DAILY AND SUNDAY.

APRIL CIRCULATION, Daily,	-	-	936,977
" " Sunday,	-	-	90,019

Total,	-	-	-	-	-	1,026,996
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Daily Average,	-	-	-	-	-	36,037
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No other Cleveland daily can prove as large an average paid circulation. THE WORLD publishes its circulation daily at the head of its editorial columns. The first of each month it publishes a sworn statement, which it files with the City Clerk, where anybody can see the original document. THE WORLD is prepared to establish the truth of its circulation statements in any other way, and it challenges any other Cleveland daily to prove its claimed paid circulation in a manner that would be conclusive in a court of law—which THE WORLD stands ready to do—or in the event of failure to do so to pay \$1,000 in cash to any worthy charity in Cleveland.

THE SUNDAY WORLD, - Average for April, - 22,504

S. C. BECKWITH,

509 THE ROOKERY, Chicago.

SOLE AGENT
FOREIGN ADVERTISING,

48 TRIBUNE BUILDING, New York.



HONOR THE HEROES.

Cover them over with beautiful flowers :
Deck them with garlands, these brothers of ours,
Lying so silent by night and by day,
Sleeping the years of their manhood away :
Give them the meed they have won in the past :
Give them the honors their future forecast :
Give them the chaplets they won in the strife :
Give them the laurels they lost with their life.

THE THREE TELEGRAMS, (Albany, Elmira and Harrisburgh,)

Believe there could be nothing more beautiful and impressive than the annual May spectacle, of a nation going out laden with flowers and wreaths for the graves of the dead who died for liberty and the preservation of free government ; and it will be a labor of love and devotion, on the part of the Managers, to present this year a **SPECIALLY UNIQUE** and very attractive

MEMORIAL DAY EDITION.

They will be printed on paper especially designed for this number alone, and will contain original poems, sketches, stories and miscellaneous contributions by leading Grand Army officers and prominent "Old Vets" from all parts of the country. They will also be very profusely and elegantly illustrated, and in fact, will be, as stated above, a **MEMORIAL EDITION** that will be patriotically preserved as a **SOUVENIR**. There will be over

400,000 COPIES ISSUED.

And the rate for this extraordinary special edition alone will be

{ **Display—\$1.50 per agate line.**
{ **Reading—\$3.00 per line, count.**

All orders should be received at this New York office on or before May 21st.

A. FRANK RICHARDSON,
317 Chamber of Commerce, Chicago.—13, 14, 15 Tribune Building, N. Y.